BACKLINKO

The Definitive Guide To SEO In 2020

This is the ultimate guide to SEOin 2020.

And let me be clear about something:

This is NOT your average “SEO in 2020” predictions post.

Yes, I’ll cover the most important SEO trends this year.

But you’re also going to see **new strategies** that are working great right now.

So if you’re looking to improve your SEO next year, you’ll love this new guide.

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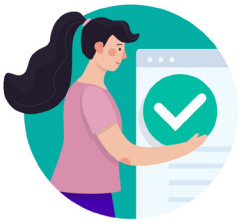

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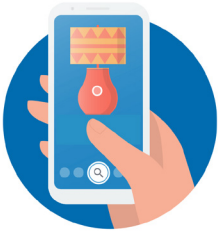

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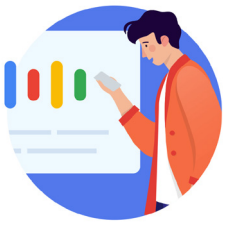

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CHAPTER 1:

Domain Authority 2.0

Domain Authority used to be all about links.

Not anymore.

Today, Google also evaluates your site based on Expertise, Authoritativeness, and Trustworthiness.

Also known as E-A-T.

In many ways, E-A-T is Domain Authority 2.0.

And in this chapter I'll cover everything you need to know.

Last year's Google Quality Rater Guidelines REALLY focused on E-A-T.

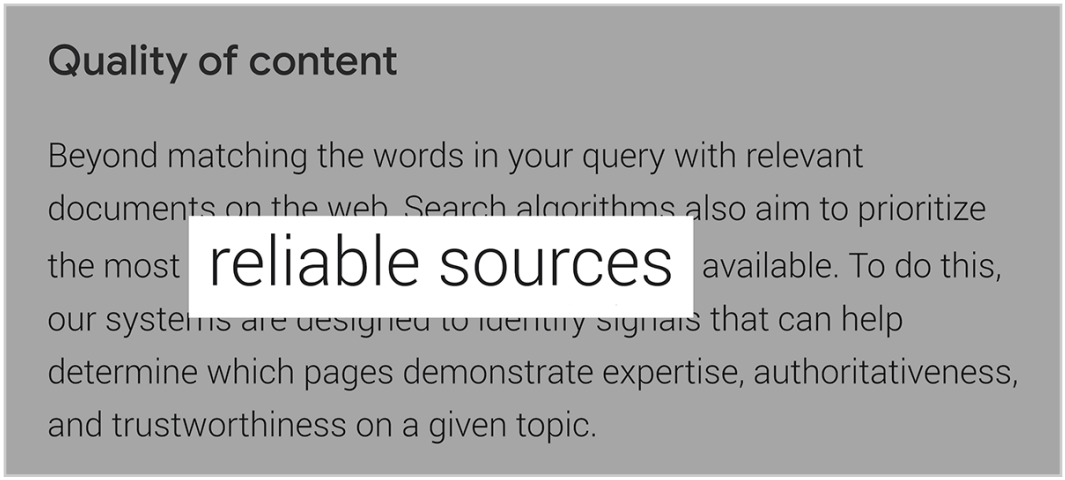
> **3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)**
>
> Remember that the first step of PQ rating is to understand the true purpose of the page. Websites or pages without some sort of beneficial purpose, including pages that are created with no attempt to help users, or pages that potentially spread hate, cause harm, or misinform or deceive users, should receive the **Lowest** rating.
>
> For all other pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:
>
> - The expertise of the creator of the MC.
> - The authoritativeness of the creator of the MC, the MC itself, and the website
> - The trustworthiness of the creator of the MC, the MC itself, and the website.
>
> Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

To be clear:

E-A-T has been a part of the guidelines for years.

But Google seems to be emphasizing E-A-T more and more.

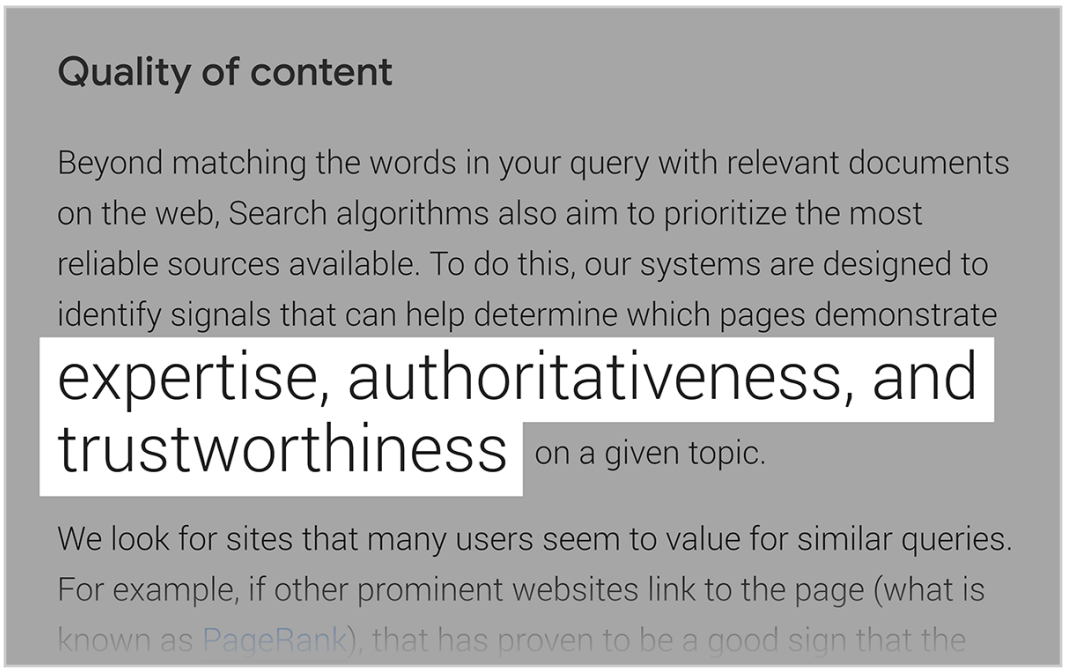
For example, Google's new "How Search Works" report mentions that they want to rank "reliable sources".



Quality of content

Beyond matching the words in your query with relevant documents on the web, Search algorithms also aim to prioritize the most reliable sources available. To do this, our systems are designed to identify signals that can help determine which pages demonstrate expertise, authoritativeness, and trustworthiness on a given topic.

They even cite E-A-T as a key ranking signal:



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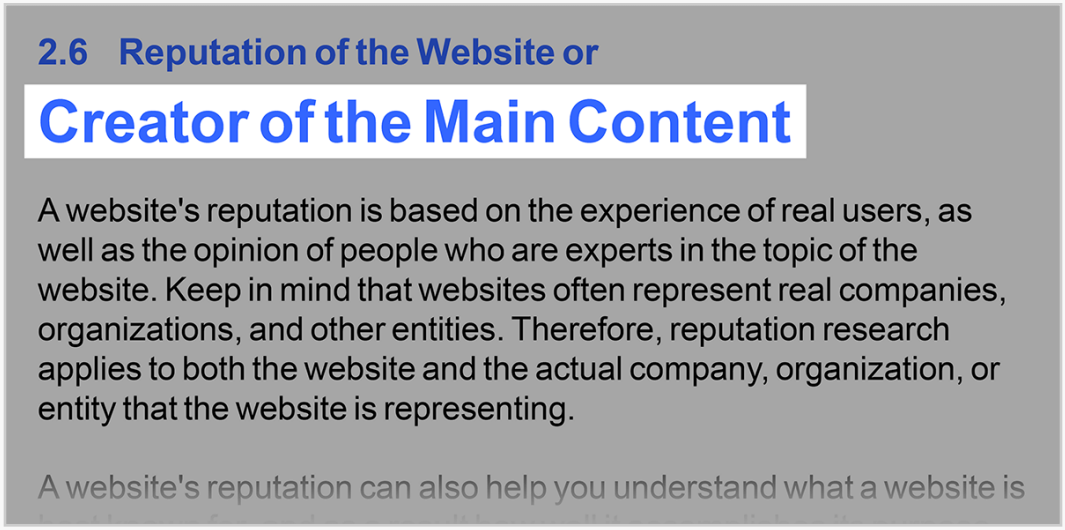
We look for sites that many users seem to value for similar queries. For example, if other prominent websites link to the page (what is known as PageRank), that has proven to be a good sign that the

Here's how to bump up your site's E-A-T.

Be An Expert (Or Hire One)

If you hire random freelancers to write your content, you're in trouble.

That's because Google wants to feature content that's written by legit experts in their field.



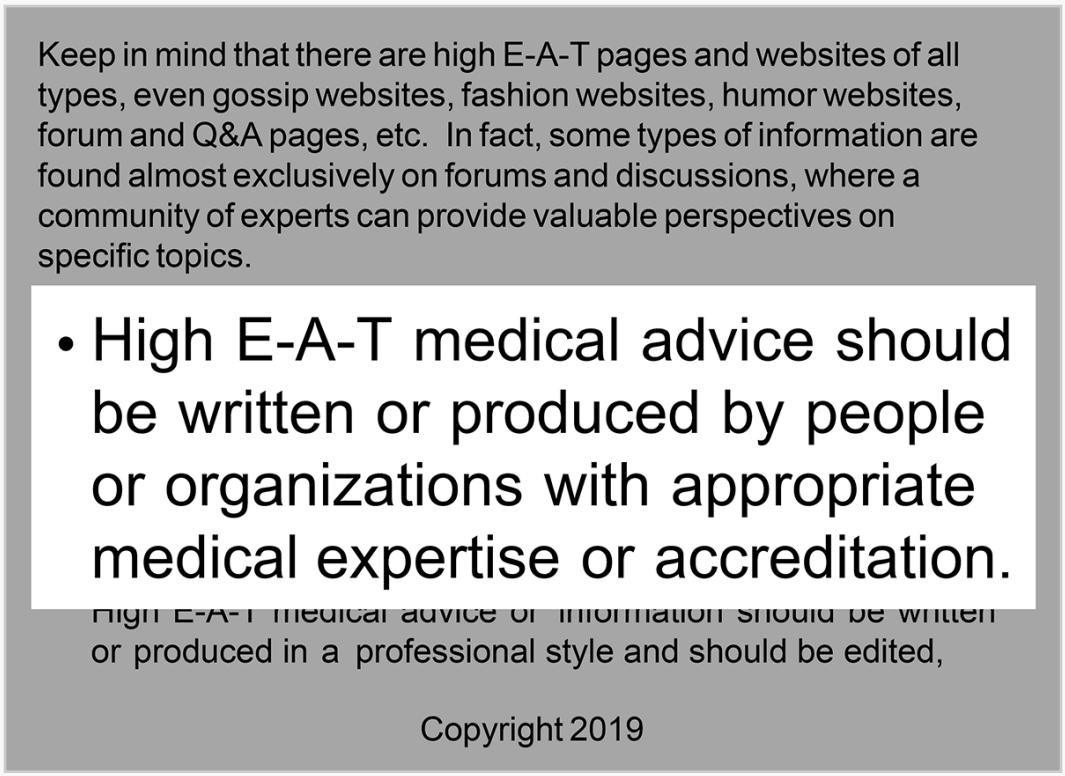
2.6 Reputation of the Website or

Creator of the Main Content

A website's reputation is based on the experience of real users, as well as the opinion of people who are experts in the topic of the website. Keep in mind that websites often represent real companies, organizations, and other entities. Therefore, reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

A website's reputation can also help you understand what a website is

They even go as far to say that medical content needs to be written by health care professionals.



Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

- High E-A-T medical advice should be written or produced by people or organizations with appropriate medical expertise or accreditation.

High E-A-T medical advice or information should be written or produced in a professional style and should be edited,

Copyright 2019

This is a tough thing to fake.

In fact, Google might be using a new form of Google Authorship to figure out who's behind a piece of content... and whether or not they're experts in that space.

So if you want your content to rank in 2020, it needs to be written by people that know their stuff.

(Especially in the health niche)

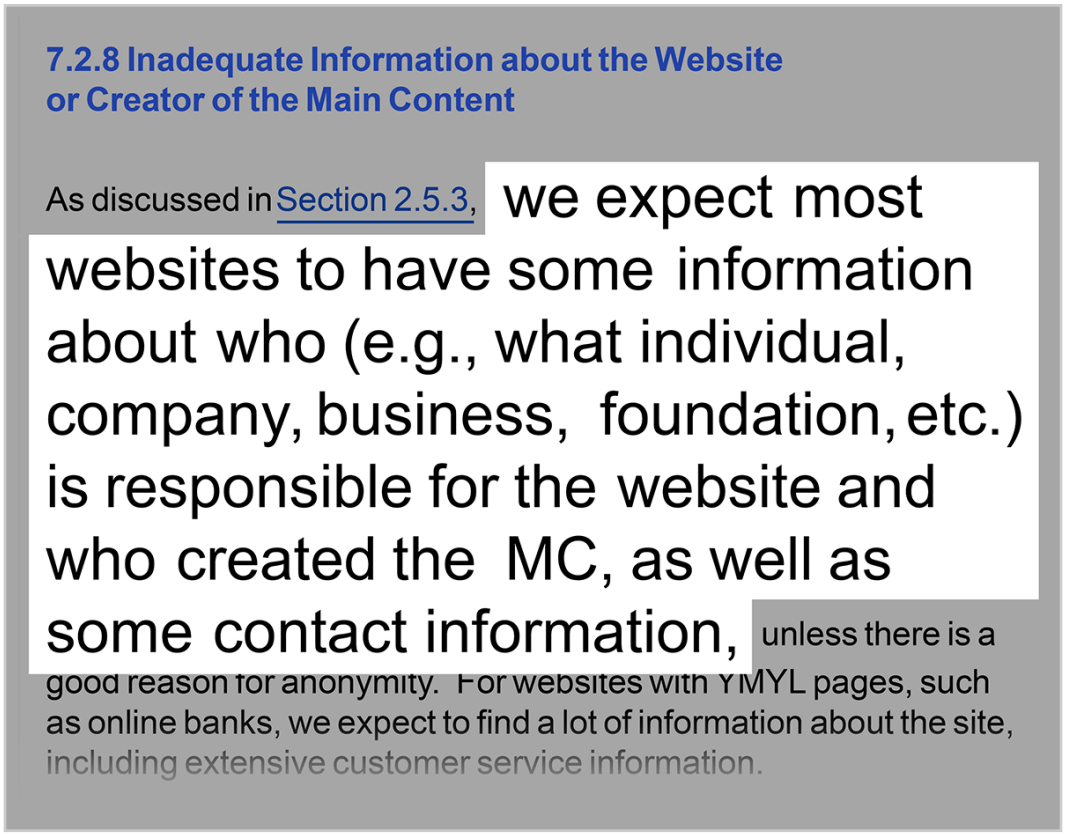
Be Transparent

Google probably focuses on off-site signals to figure out your site's E-A-T.

That said:

The rater guidelines spend a lot of time on evaluating the site itself.

For example, the guidelines point out that:



7.2.8 Inadequate Information about the Website or Creator of the Main Content

As discussed in Section 2.5.3, we expect most websites to have some information about who (e.g., what individual, company, business, foundation, etc.) is responsible for the website and who created the MC, as well as some contact information, unless there is a good reason for anonymity. For websites with YMYL pages, such as online banks, we expect to find a lot of information about the site, including extensive customer service information.

This means having:

- Thorough about page
- Easy to find contact page
- References and external links to sources
- Privacy policy and terms of service
- Author bylines on every article

Get Cited

Most of Google's evaluation of E-A-T happens **off of your website.**

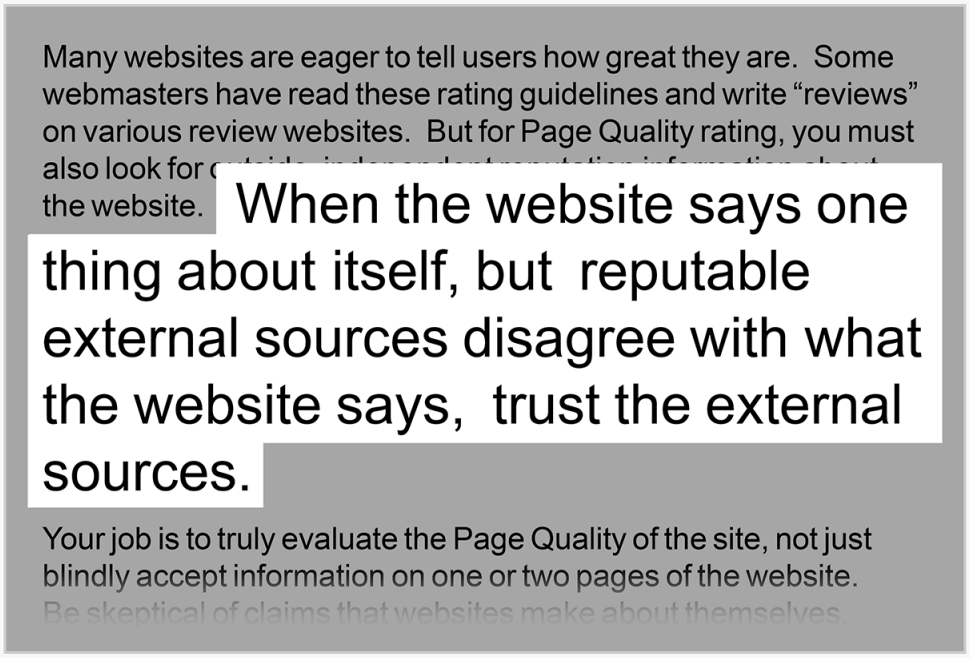
Which makes sense.

Any random person can claim to be an expert.

But getting other websites to agree with you?

That's a totally different story.

In fact, Google's guidelines state that:

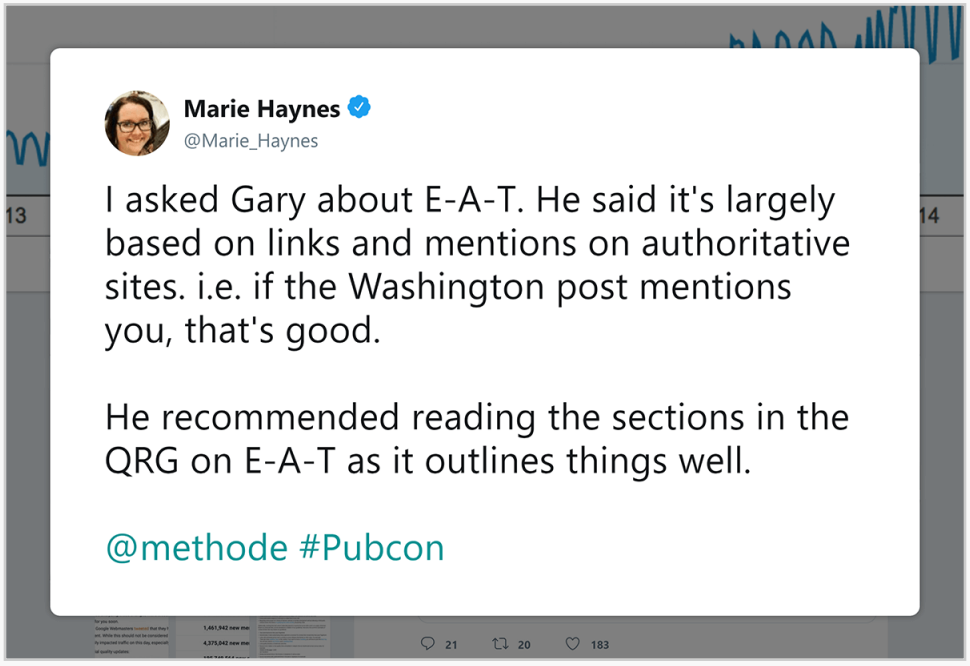

Many websites are eager to tell users how great they are. Some webmasters have read these rating guidelines and write "reviews" on various review websites. But for Page Quality rating, you must also look for
the website.
When the website says one thing about itself, but reputable external sources disagree with what the website says, trust the external sources.
Your job is to truly evaluate the Page Quality of the site, not just blindly accept information on one or two pages of the website.
Be skeptical of claims that websites make about themselves.

So:

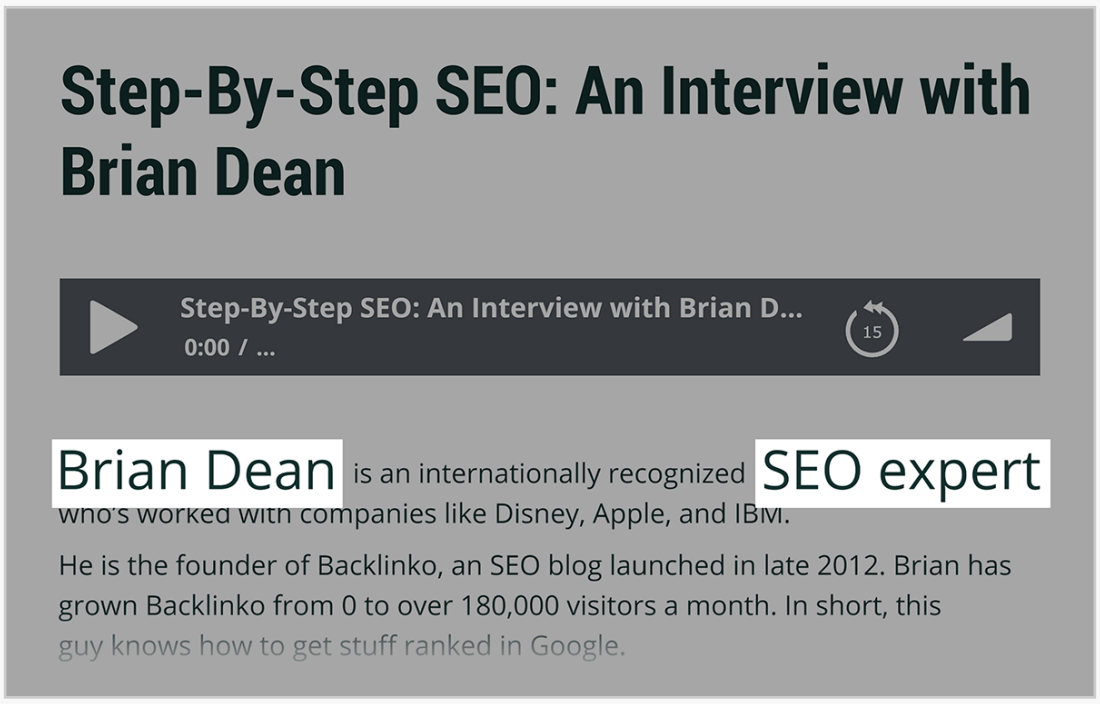
Besides creating an awesome site, how do you get other people to mention you and your site as a go-to resource?

First, you need to be cited on lots of other trusted websites.

These don't even have to be linked mentions.


Marie Haynes
@Marie_Haynes
I asked Gary about E-A-T. He said it's largely based on links and mentions on authoritative sites. i.e. if the Washington post mentions you, that's good.
He recommended reading the sections in the QRG on E-A-T as it outlines things well.
@methode #Pubcon

Something like this can help Google see you as an expert on a given topic:


Step-By-Step SEO: An Interview with Brian Dean
Step-By-Step SEO: An Interview with Brian D...
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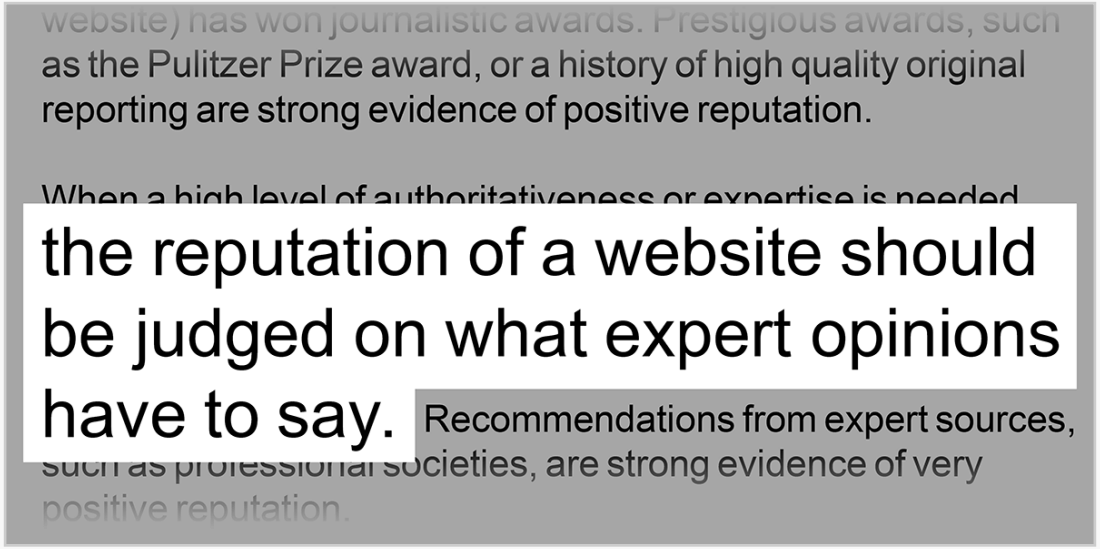
15
Brian Dean is an internationally recognized SEO expert
who's worked with companies like Disney, Apple, and IBM.
He is the founder of Backlinko, an SEO blog launched in late 2012. Brian has grown Backlinko from 0 to over 180,000 visitors a month. In short, this guy knows how to get stuff ranked in Google.

Second, your site as a whole needs to be associated with a specific topic.

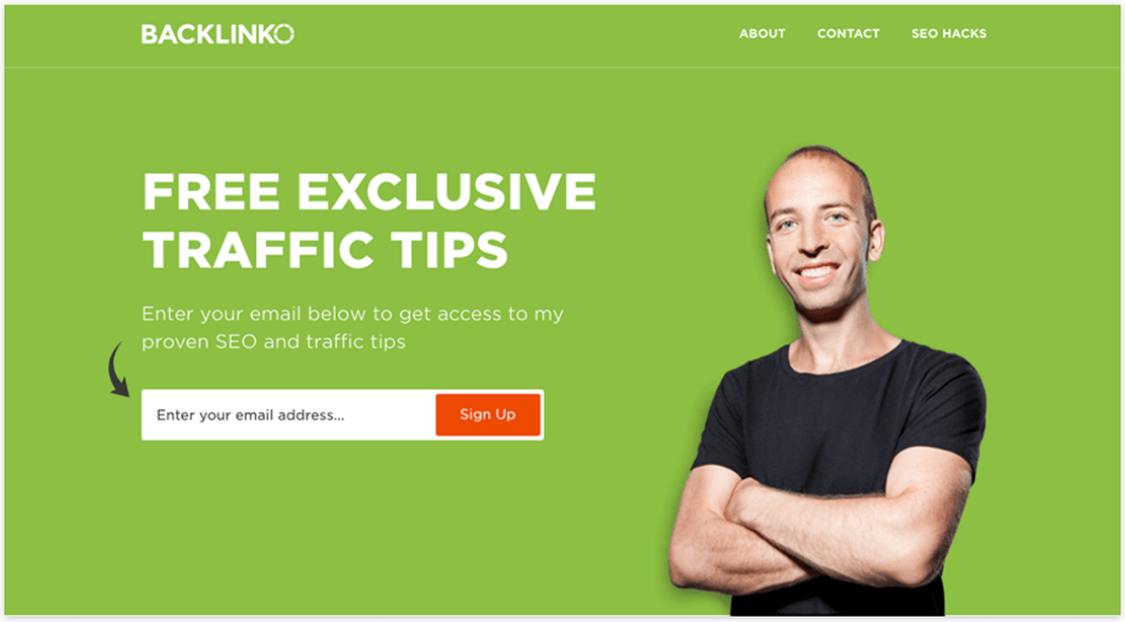
Again, this comes down to off-site mentions. Specifically, mentions from other authorities in your field.


website) has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, or a history of high quality original reporting are strong evidence of positive reputation.
When a high level of authoritativeness or expertise is needed
the reputation of a website should be judged on what expert opinions have to say.
Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation.

For example, getting listed as the #1 SEO blog by Ahrefs probably boosted Backlinko's reputation in Google's eyes.

Now let's get to the results, shall we?

1. Backlinko



Founder: Brian Dean
Blog type: Single-author
Ahrefs Rank: 5,194
Domain Rating (DR): 84
Estimated monthly organic search traffic: 110,078
Average posts per month: 5
Average post length: 3,401 words

Heard of the Skyscraper Technique? Then you're already familiar with Brian's work.

Backlinko is perhaps the most famous single-author SEO blog. Brian rarely publishes new content, but when he does, you'll certainly know about it. He doesn't do things by halves. His approach is quality over quantity.

CHAPTER 2:

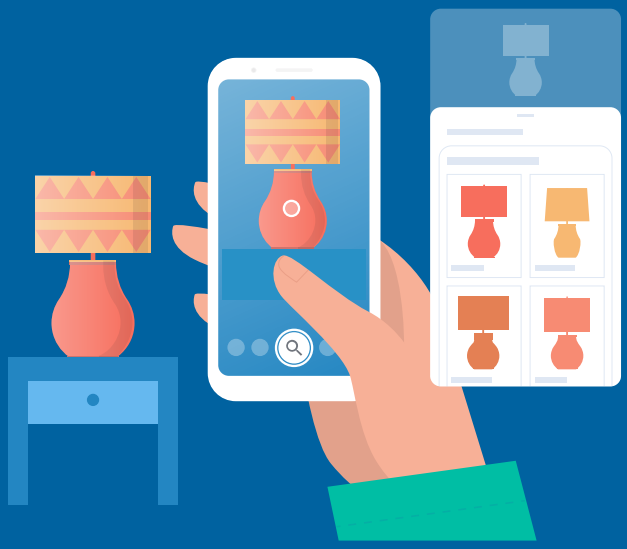
The Rise of Visual Search

Is Visual Search an SEO game changer?

Not yet.

But based on how things are trending, visual search is poised to take off in 2020.

Here's what you need to know.

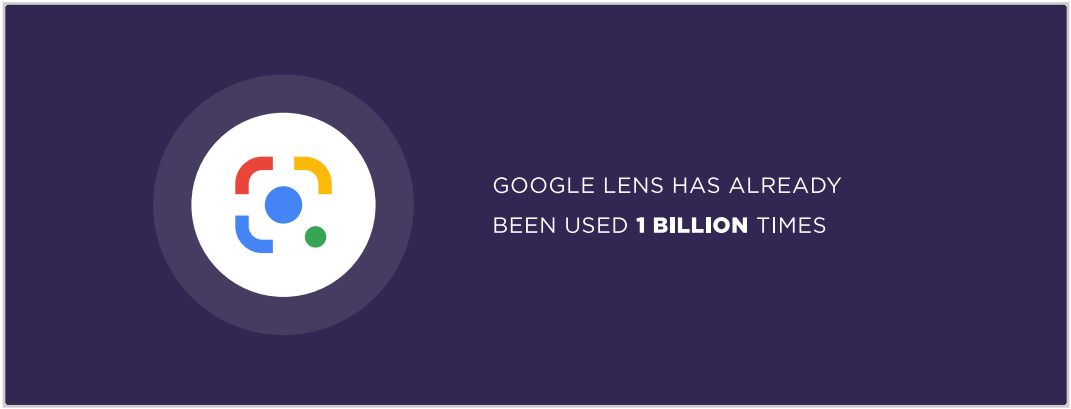


Visual Search is Taking Off

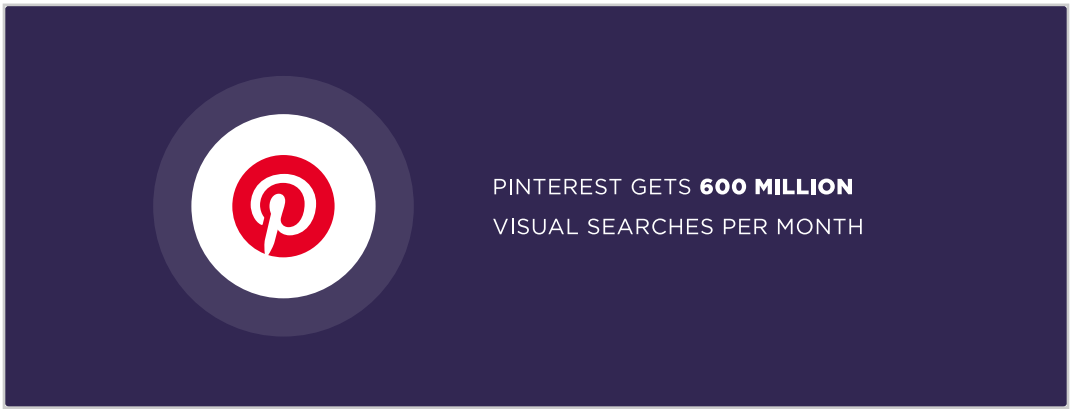
More people are conducting more visual searches than ever before.

Just take a look at these stats:

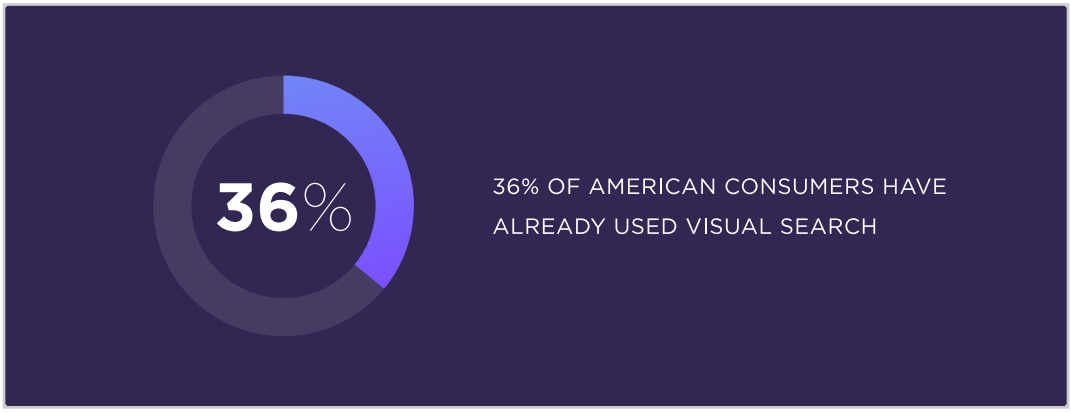
Google Lens has already been used 1 billion times (source).



Pinterest gets 600 million visual searches per month (source).



36% of American consumers have already used visual search (source).



Visual Search Technology is Insanely Good

Visual search is still in its infancy.

And it already works REALLY well.

Don't believe me?

Whip open Google Lens on your phone and start scanning stuff around your room.

You'll probably find that it can identify pretty much everything.

Today, Google Lens can identify 1 billion objects. And that number is growing every day.

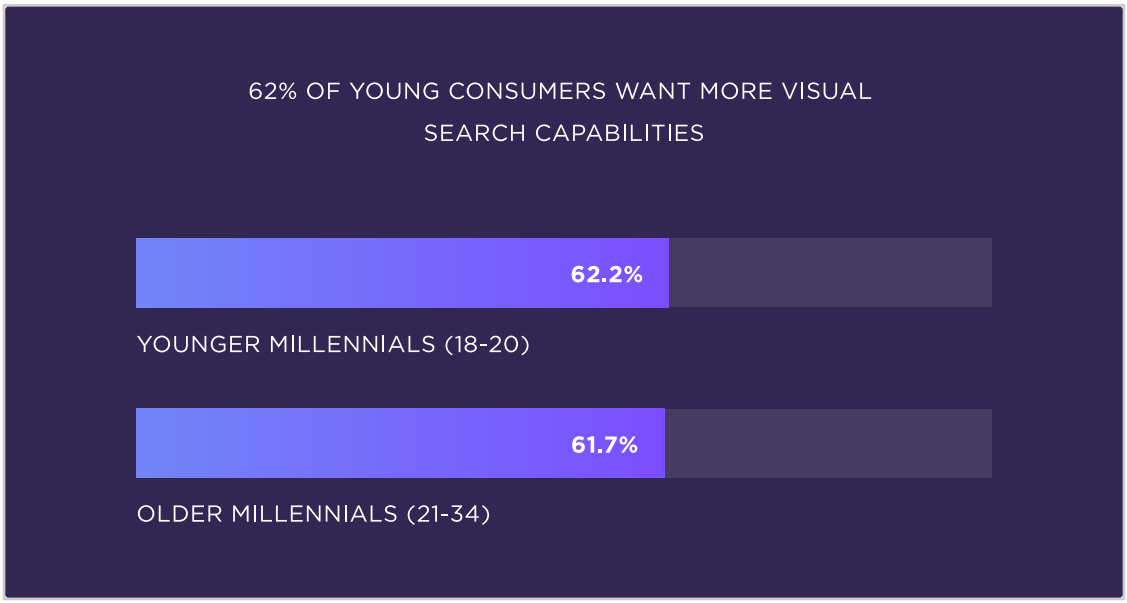
Heck, even Bing's visual search works super well.

People WANT to Search With Images

Once you start using it, you'll quickly notice that visual search is super helpful for:

- Shopping
- Directions
- Identifying landmarks
- Local business reviews
- Translation
- Recipes
- Nutrition information
- Lots more

Which is probably why 62% of young consumers want more visual search tech:



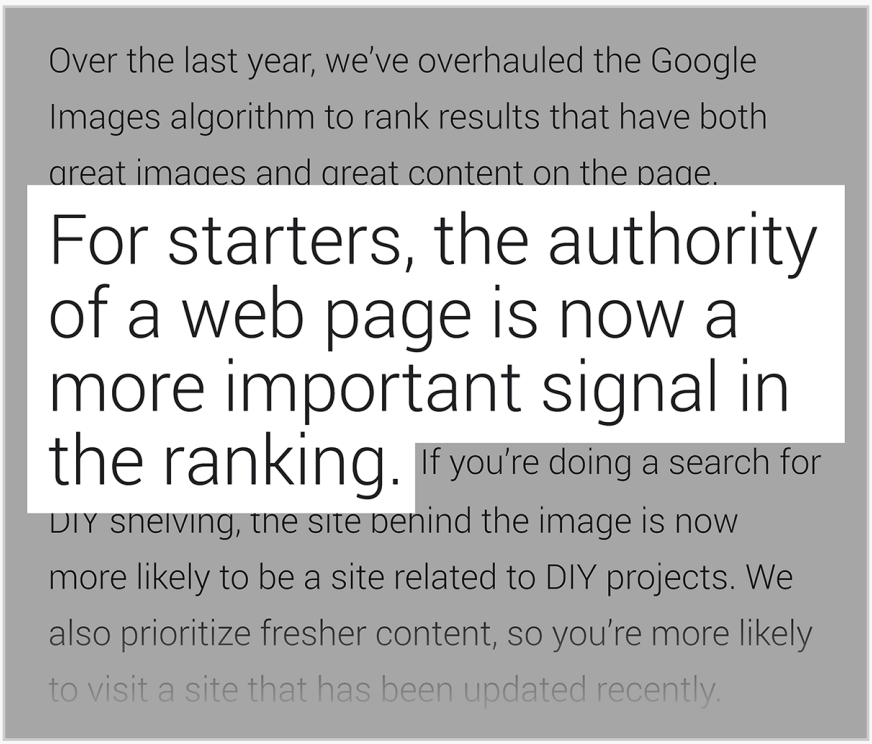
How to Optimize for Visual Search

If you want to show up as a visual search result, image SEO is key.

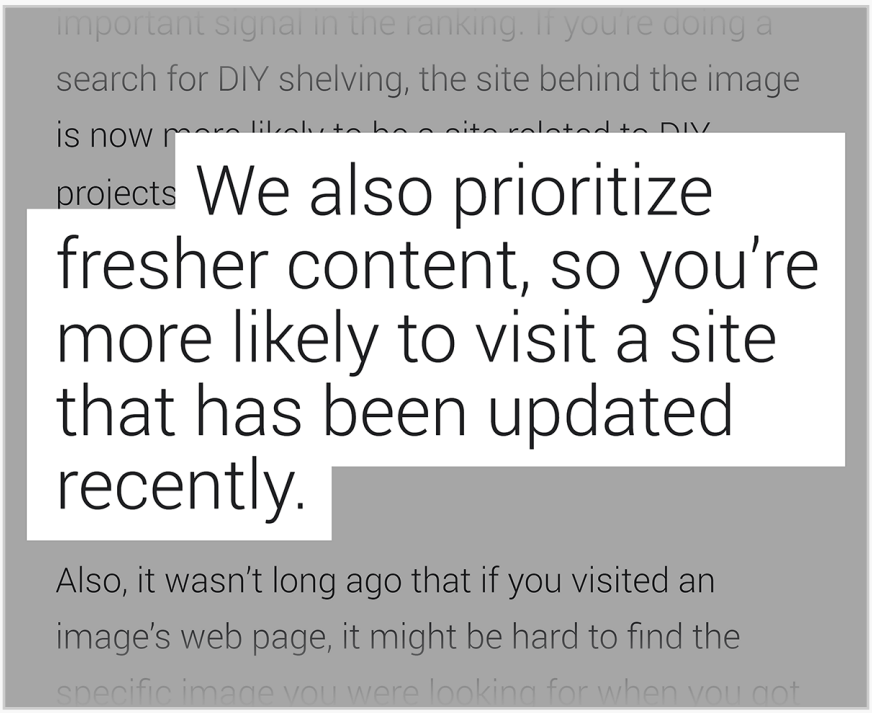
So you want to use descriptive file names and write alt text for every image.

But that's just the first step.

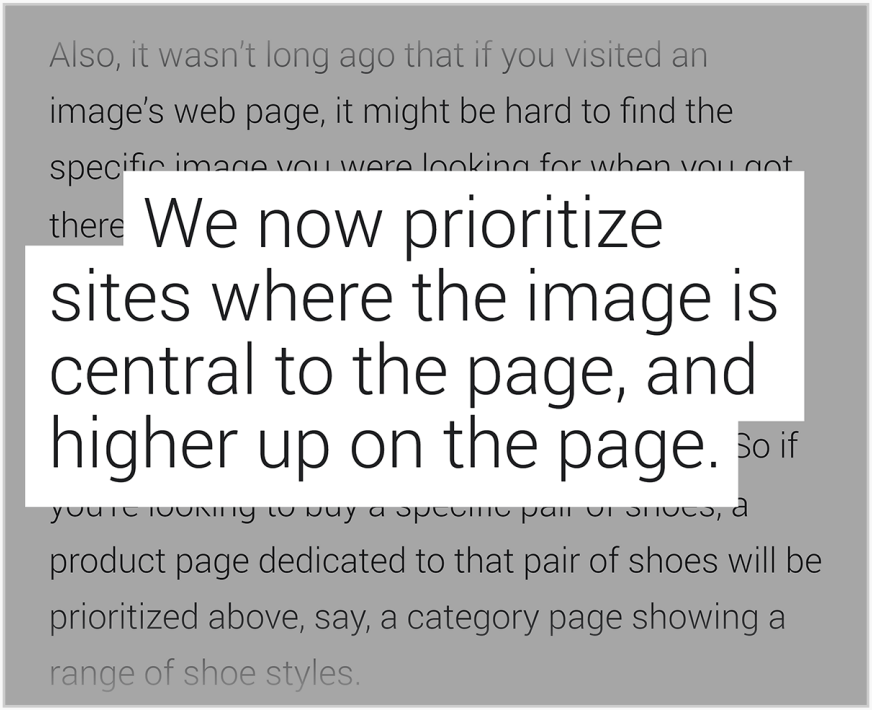
According to Google, they want to feature Google Image results from pages that are authoritative:


Over the last year, we've overhauled the Google Images algorithm to rank results that have both great images and great content on the page.
For starters, the authority of a web page is now a more important signal in the ranking.
If you're doing a search for DIY shelving, the site behind the image is now more likely to be a site related to DIY projects. We also prioritize fresher content, so you're more likely to visit a site that has been updated recently.

Fresh:


important signal in the ranking. If you're doing a search for DIY shelving, the site behind the image is now more likely to be a site related to DIY projects
We also prioritize fresher content, so you're more likely to visit a site that has been updated recently.
Also, it wasn't long ago that if you visited an image's web page, it might be hard to find the specific image you were looking for when you got

And feature the image at the top of the page:


Also, it wasn't long ago that if you visited an image's web page, it might be hard to find the specific image you were looking for when you got there
We now prioritize sites where the image is central to the page, and higher up on the page.
So if you're looking to buy a specific pair of shoes, a product page dedicated to that pair of shoes will be prioritized above, say, a category page showing a range of shoe styles.

CHAPTER 3:

Video Continues to Surge

Online video is EXPLODING right now.

In fact, according to Cisco, online video will make up 80% of all online traffic by 2021.

80%!

And that may still not satisfy the world's demand for video.

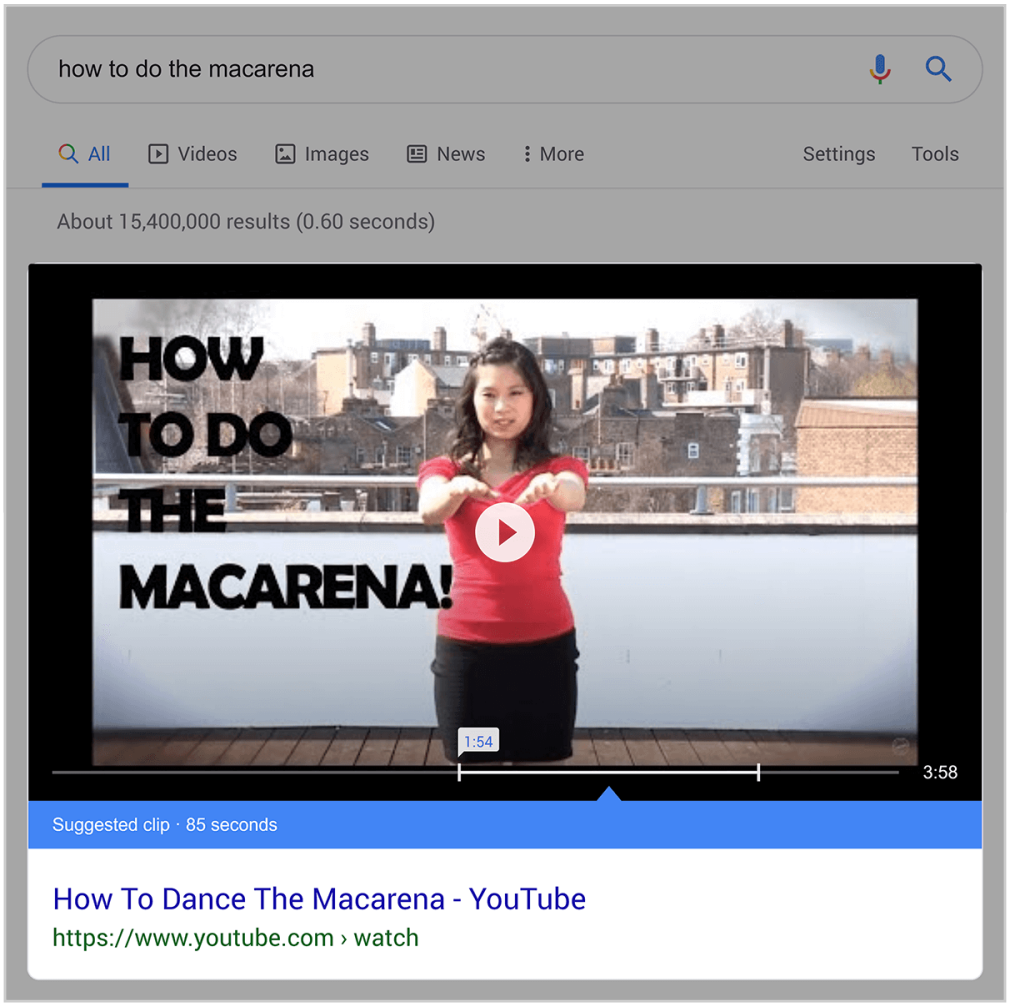
Despite the fact that there are more videos out there than ever, HubSpot states that 43% of people want even MORE video content.

In short:

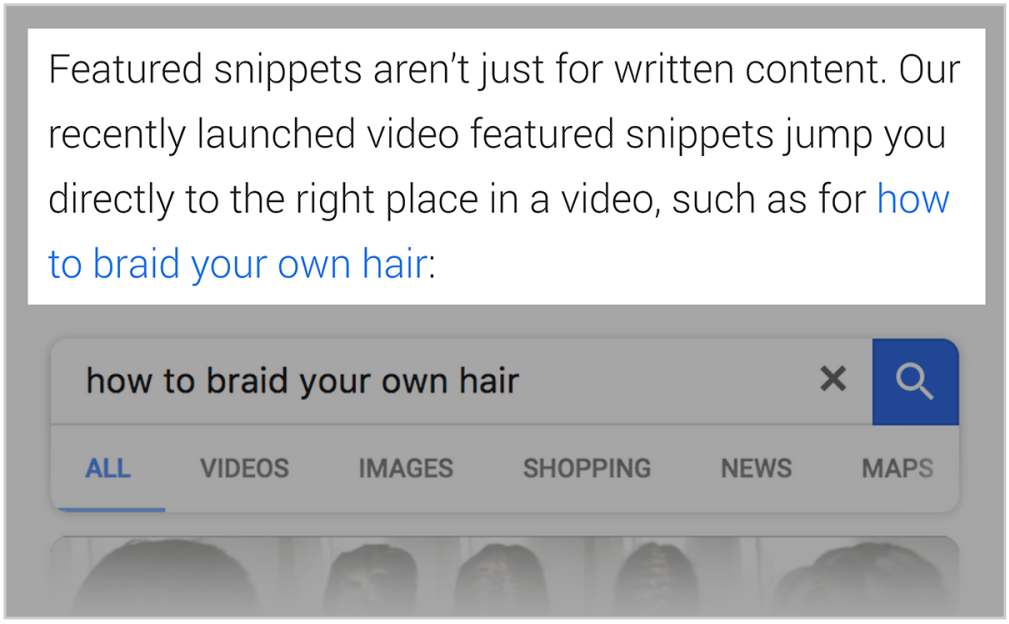
If video isn't part of your digital marketing plans, you're missing out. Here's how you can use video to improve your SEO this year.

Video Featured Snippets

You've probably noticed more Video Featured Snippets in the search results.



In fact, Google highlighted Video Featured Snippets in their "Reintroduction to Featured Snippets" report.


Featured snippets aren't just for written content. Our recently launched video featured snippets jump you directly to the right place in a video, such as for how to braid your own hair:
how to braid your own hair
ALL
VIDEOS
IMAGES
SHOPPING
NEWS
MAPS

And I expect to see more of Video Featured Snippets in 2020.

From what I've seen, here are the 3 most important things to do to get your video content in a Featured Snippets.

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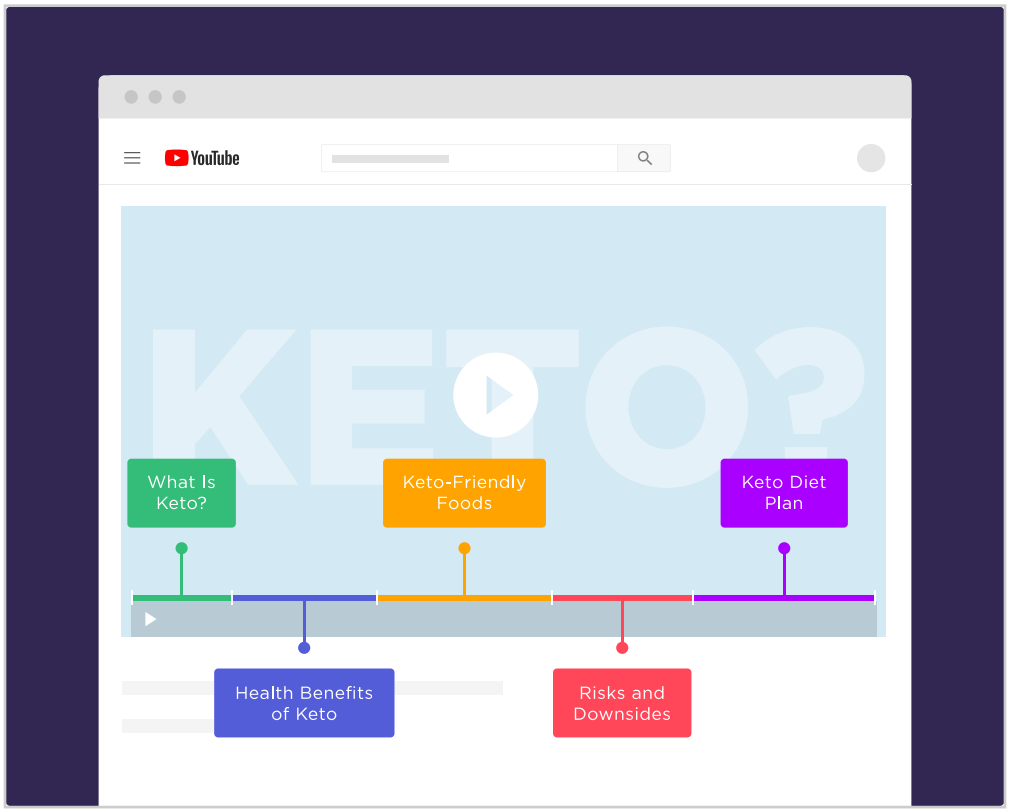
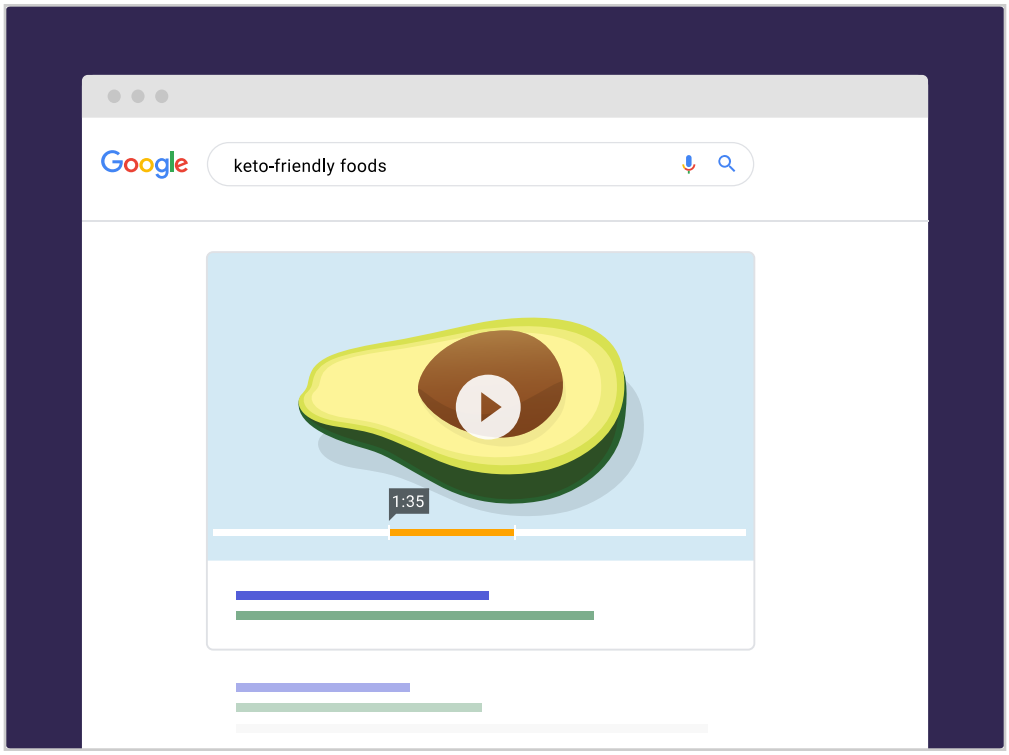
1. Organize Your Content Into Discrete Sections

This is huge.

Clear sections help Google understand the content in your video.

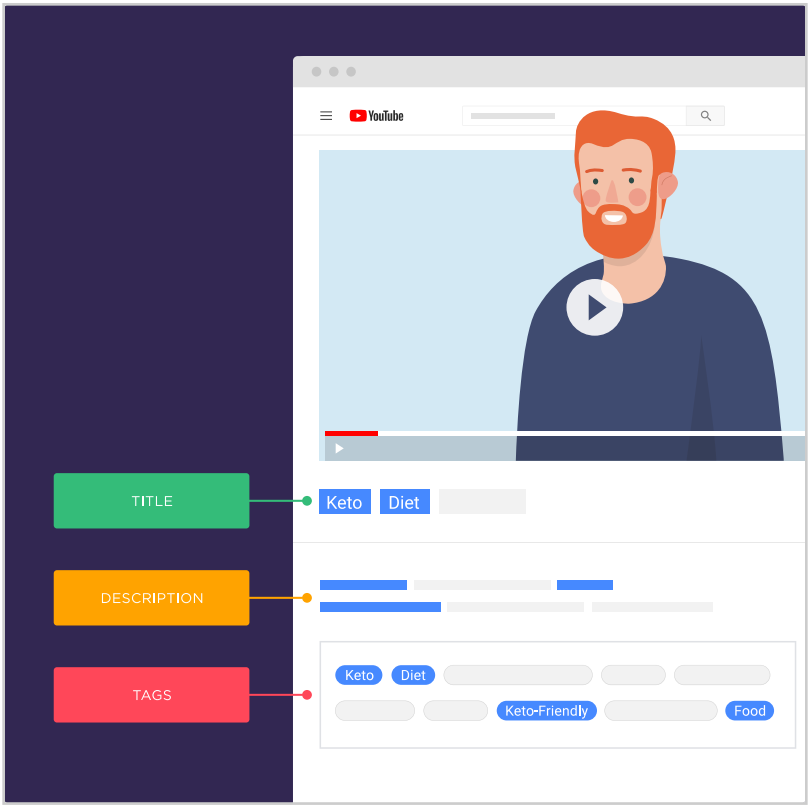


Which makes it easy for them to use different clips from your video in a snippet.



2. Optimize Your Video for SEO

Google uses your title, description and tags to figure out what your video is all about.



So besides publishing videos that have clear sections, you also want to make sure that your video is optimized for SEO.

In fact, a small HubSpot study of 165 Video Featured Snippets found that 80% of them contained a keyword in the title.

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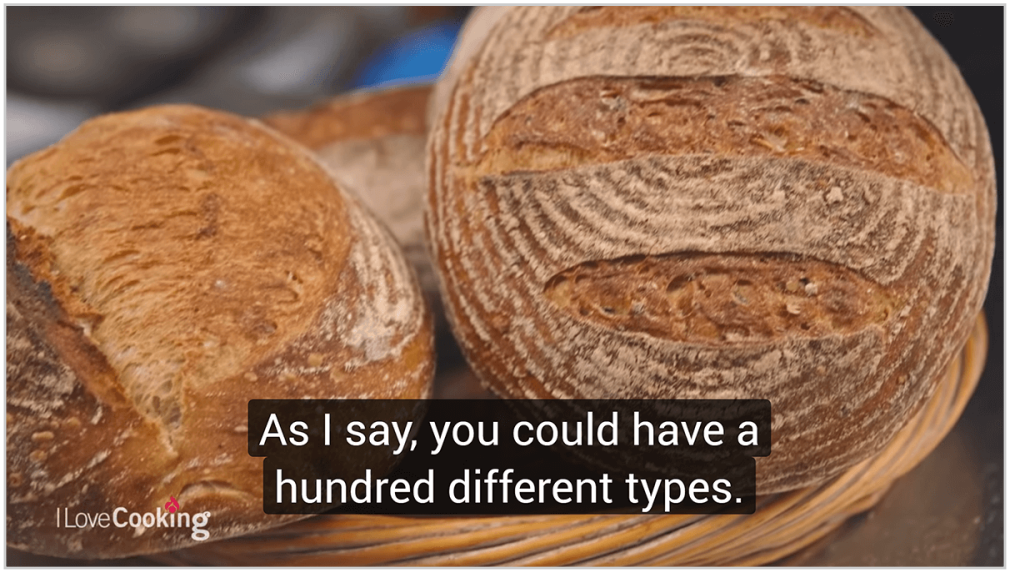
3. Provide a Transcript

The captions that YouTube automatically generates are REALLY good.



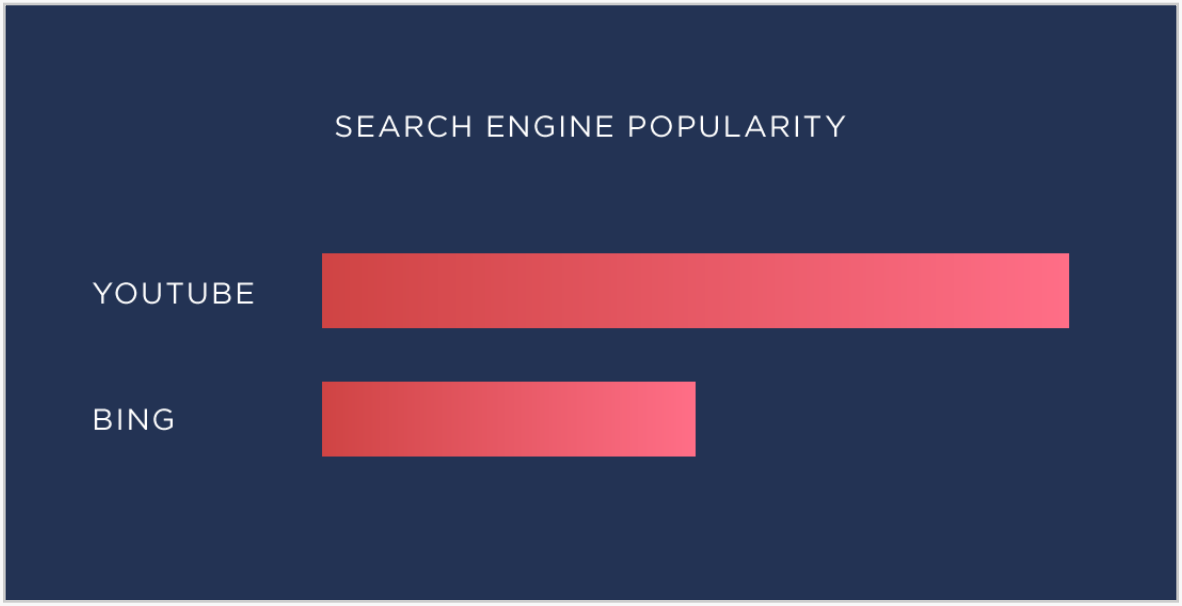
But it's not 100%.

So to increase the odds that YouTube and Google can understand every word of your video, upload a transcript.

Grow Your YouTube Channel

YouTube is already the world's 2nd largest search engine.

(In fact, according to a study by JumpShot and Moz founder Rand Fishkin, YouTube's search engine is **2x more popular** than Bing)



Amazingly, YouTube is still growing.

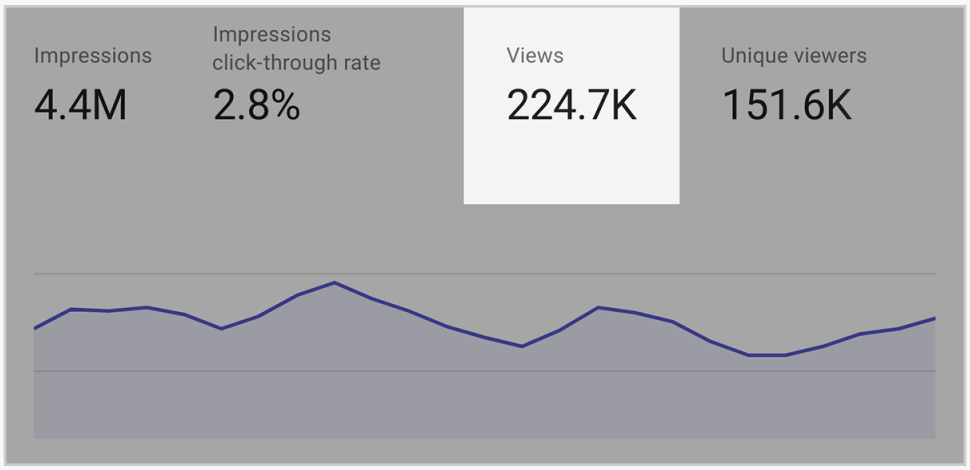
In short, more and more people are searching for stuff on YouTube than ever before.

So if you want to get more traffic from SEO in 2020, I recommend creating and optimizing content specifically for YouTube.

It's a search engine that's too big to ignore.

The best part? Most marketers are too lazy to make videos. So it's pretty easy to get your videos seen (assuming you know what you're doing).

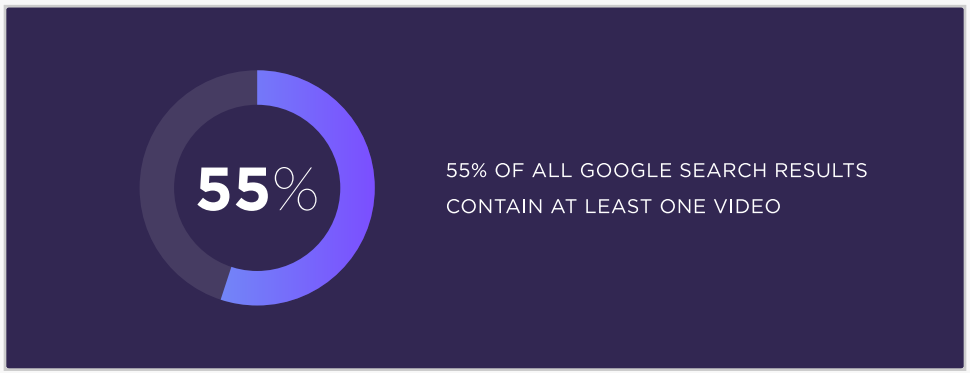
For example, my channel has 26 total videos. And those 26 videos generate over 224k views per month.



(And as you might expect, a good chunk of those viewers turn into website visitors, leads and customers).

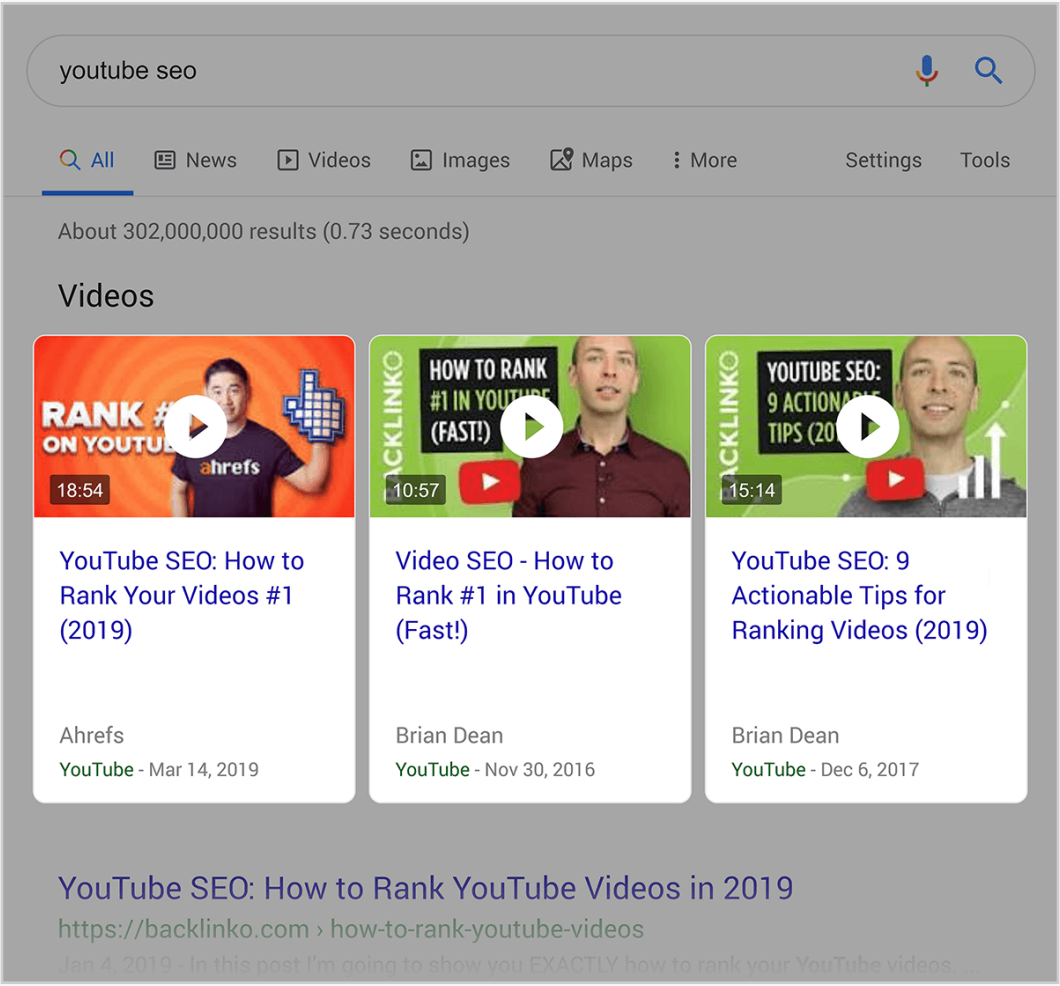
It gets better: when you publish SEO-optimized YouTube videos, you'll own more Google real estate.

Why? Well, for starters: 55% of all Google search results contain at least one video.



(And almost all of those videos are from YouTube).

Here's an example of what I mean:

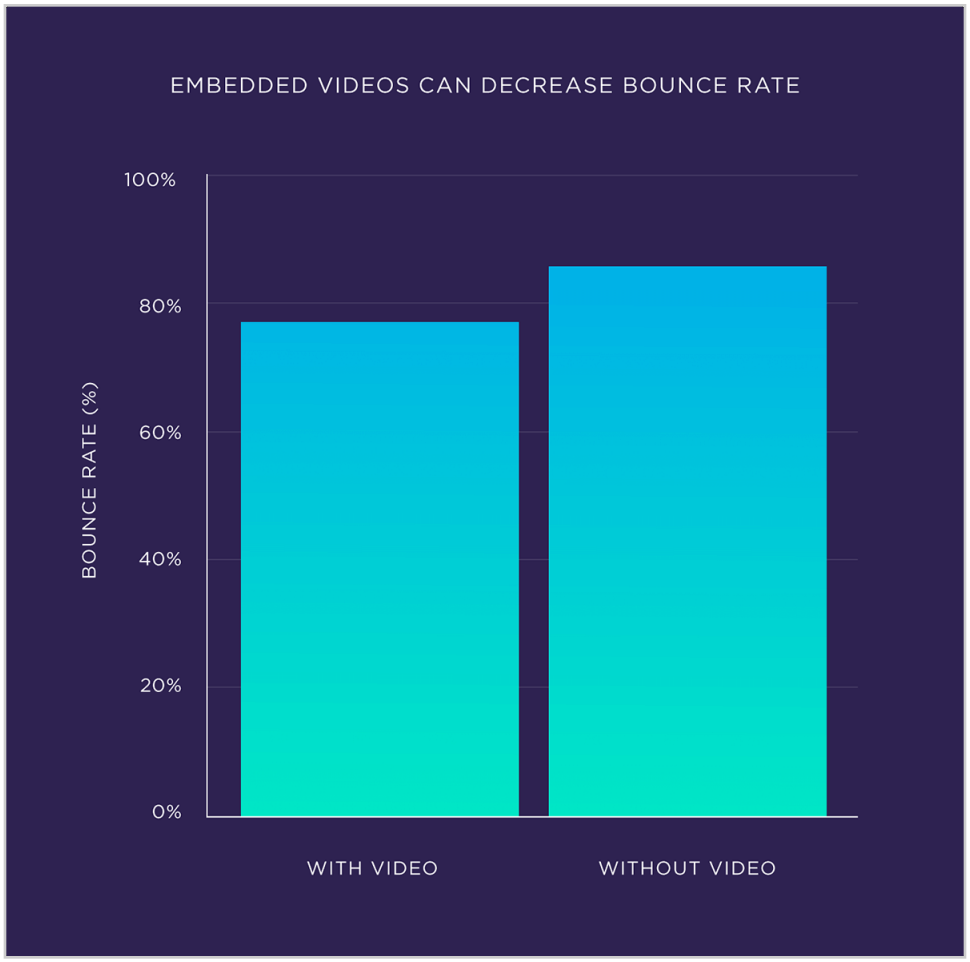


And considering that Google owns YouTube, expect even MORE YouTube videos in the search results in 2020.

Embed Video Content Into Text-Based Blog Posts

If people want to see more video content, why not give it to them?

That's why I recommend embedding video content into your blog posts. In my experience, this can significantly improve your bounce rate.



Here's an example of this in action:

...it has a good chance of cracking the top 5.

Then, optimize your page with the strategies in this video.

Now:

If you're REALLY pressed for time and don't have time to implement everything from the video, focus on these 5 strategies:

CHAPTER 4:

Voice Search Optimization

Voice Search Optimization
Is voice search “the next big thing” in digital marketing? It sure looks like it.

For example, check out these eyebrow-raising facts:

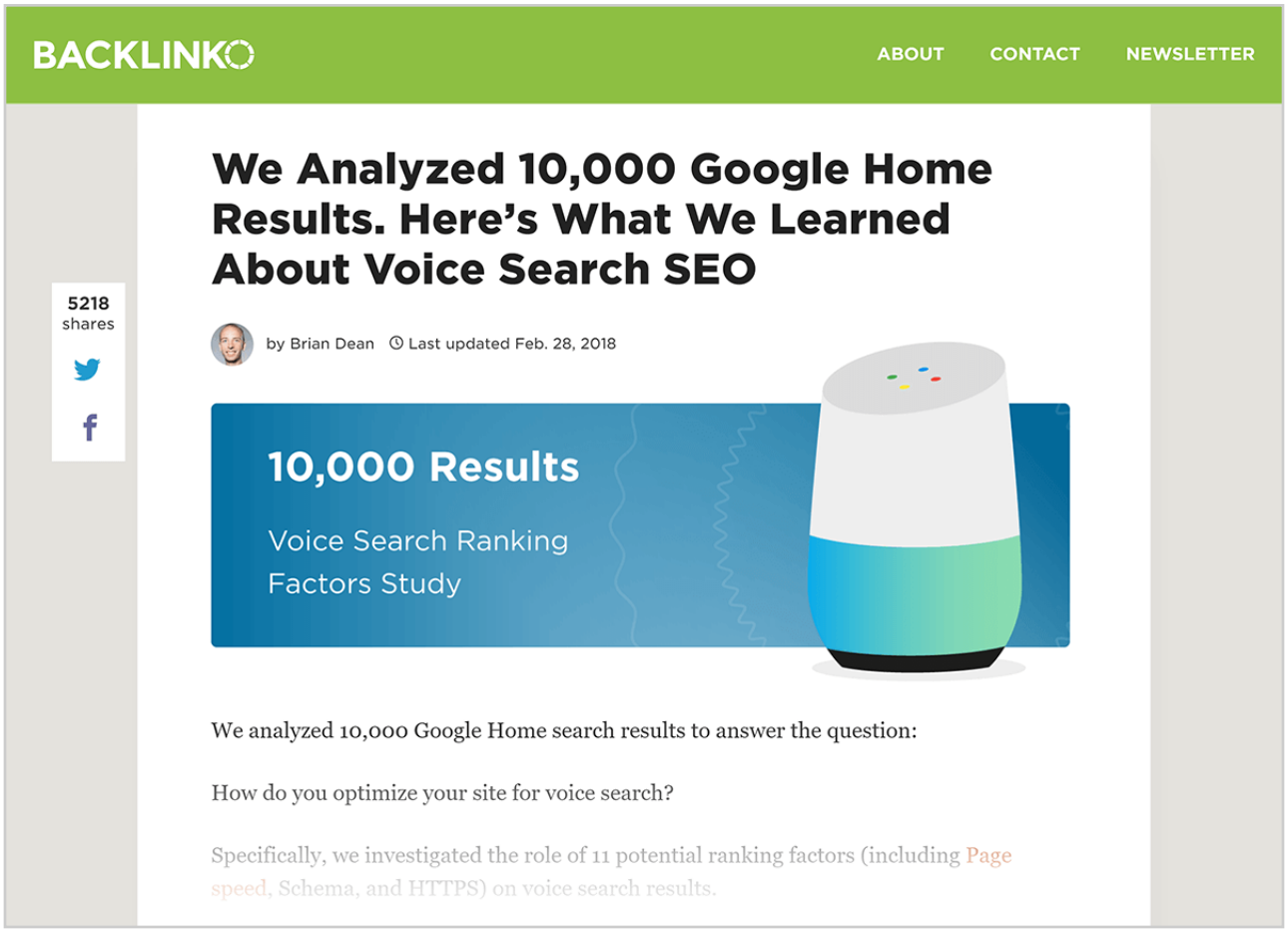
- 41% of adults perform at least one voice search every day (source)
- Voice searches performed in Google are up 35x since 2008 (source)
- 20% of all searches on mobile are voice searches (source)

Knowing that, smart SEOs are starting to optimize some of their content for voice search.

Including me 🙂

How to Optimize for Voice Search

Last year we conducted the largest voice search SEO study to date.


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
We Analyzed 10,000 Google Home Results. Here's What We Learned About Voice Search SEO
5218
shares
by Brian Dean
Last updated Feb. 28, 2018
10,000 Results
Voice Search Ranking Factors Study
We analyzed 10,000 Google Home search results to answer the question:
How do you optimize your site for voice search?
Specifically, we investigated the role of 11 potential ranking factors (including Page speed, Schema, and HTTPS) on voice search results.

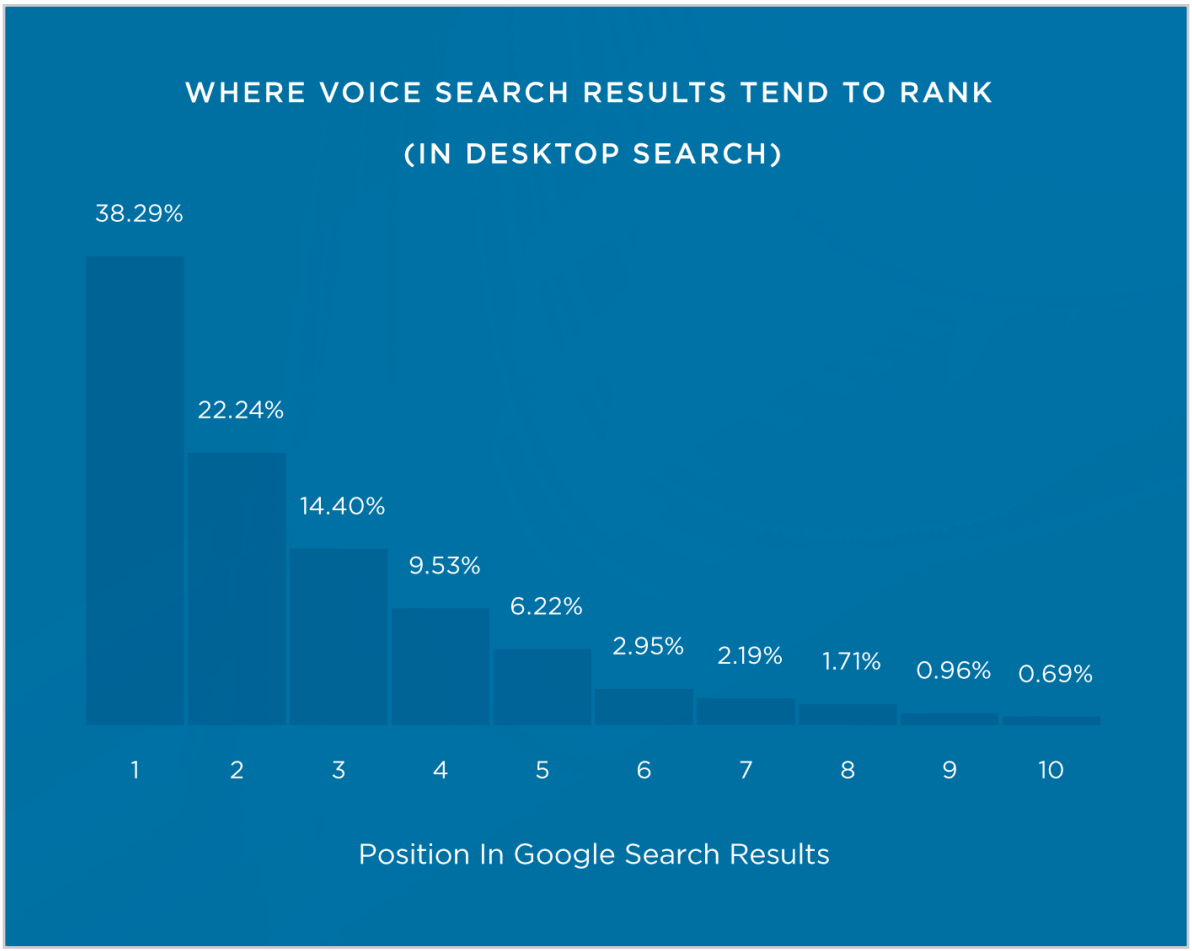
Here's what we found:

---

1. Your content needs to rank high in the search results

Preferably in the top 3.

We found that Google tended to source voice search answers from content that ranked in the top 3 search results:



2. Include a question and answer in your content

The vast majority of voice searches are question based (“How do I do a pullup?” or “Who starred in Shawshank Redemption”?).

When that happens, Google usually picks a page that contains a) the question and b) the answer.

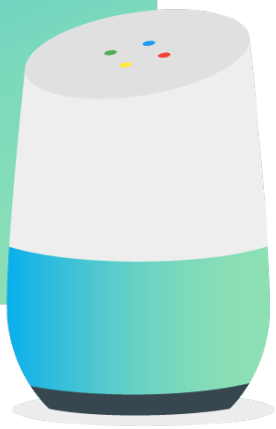
For example:

When I search for:

"How do weather satellites work"

I get this answer:

Here's a summary from the website weatherquestions.com: Weather satellites carry instruments called radiometers that scan the Earth to form images. The first is a "geostationary" orbit, with the satellite at a very high altitude and orbiting over the equator at the same rate that the Earth turns.



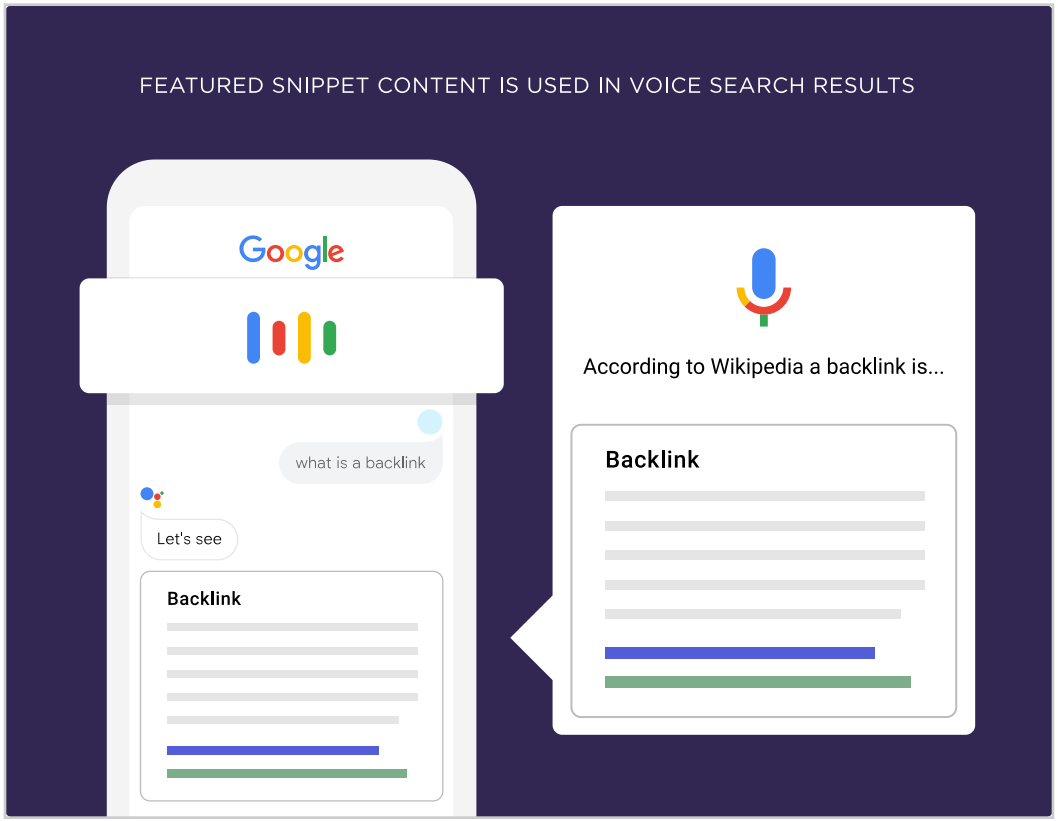
And when I go to the actual page, I see that the content includes my question and a short answer:

WeatherQuestions.com
Local Weather
Forecast Maps
Severe Weather
Satellite & Radar
How do weather satellites work?
Weather satellites carry instruments called radiometers (not cameras) that scan the Earth to form images.
These instruments usually have
some sort of small telescope or antenna, a scanning mechanism, and one or more detectors that detect either visible, infrared, or microwave radiation for the purpose of monitoring weather systems around the world.

Just what Google's voice search algorithm wants to see.

In fact, that's one of the main reasons that FAQ pages are GREAT for voice search SEO:

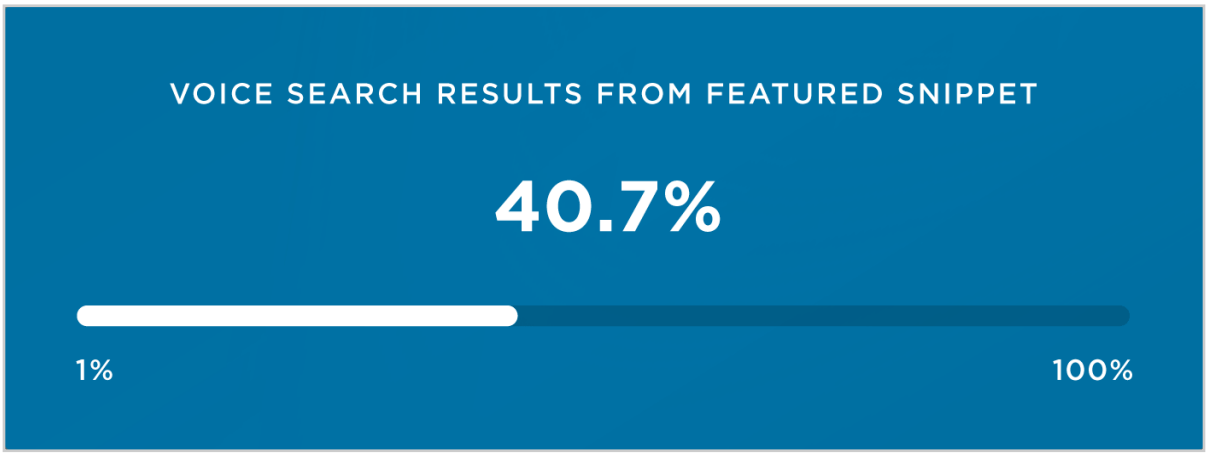
3. Ranking in a Featured Snippet helps A LOT



Google's algorithm has already put together a convenient little snippet.

So it makes sense that they would use that snippet in their voice search results.

In fact, our data revealed that 4 out of 10 voice search results come directly from a Featured Snippet.



Speaking of Featured Snippets...

CHAPTER 5:

Optimize for Featured Snippets

According to SEMrush, 11.52% of all search results have a Featured Snippet.

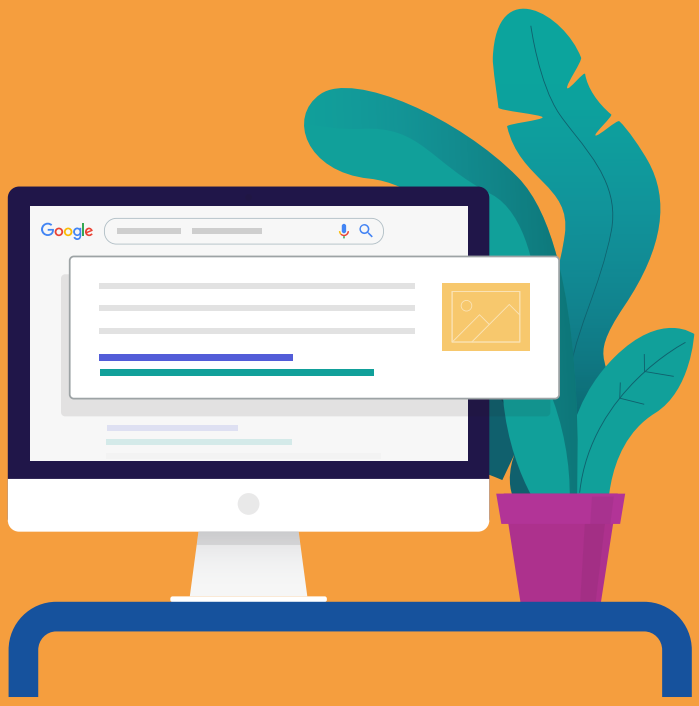
And yes: Featured Snippets are stealing A LOT of clicks from the #1 spot.

(As I like to say: "#0 is the new #1")

The question is:

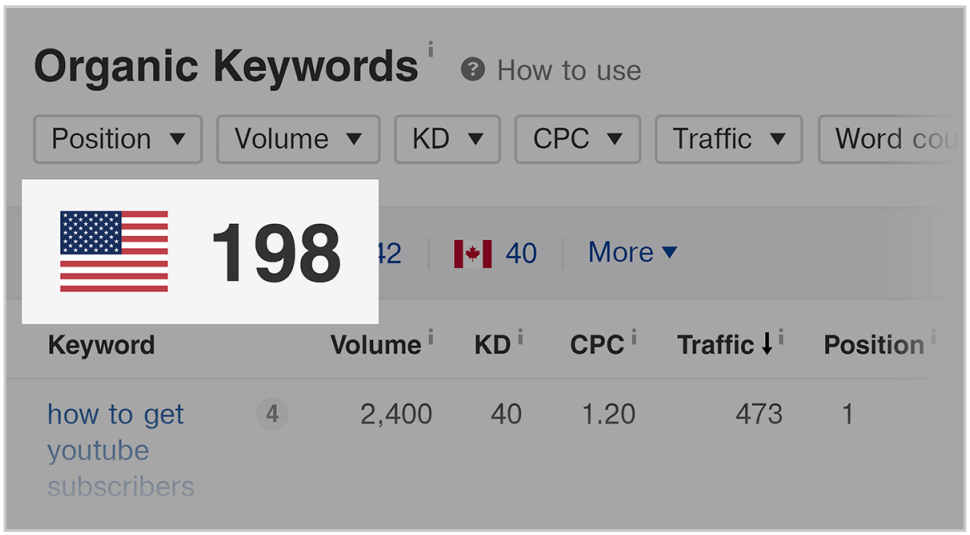
How do you get your content to appear in the Featured Snippet?

Well, that's what this chapter is all about.



Last year I decided to make Featured Snippets a priority for us.

And it helped us go from a handful of Featured Snippets rankings to over 190.



Here's the step-by-step process that I used.

---

1. Find Featured Snippet opportunities

Your first step is to find:

Keywords that you already rank for.
AND
Keywords that have a Featured Snippet.

Why is it important to focus on keywords that you rank for already?

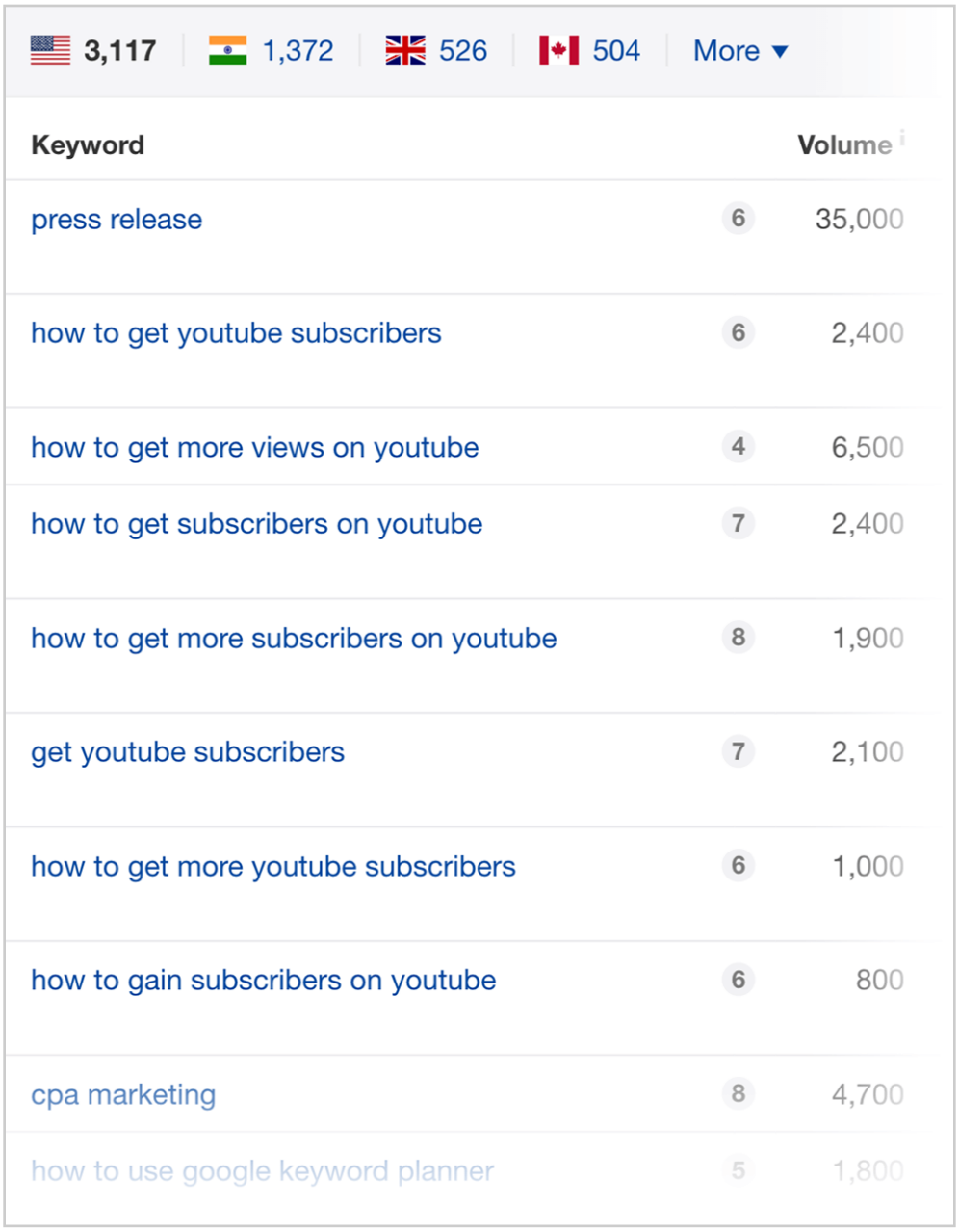
99.58% of all Featured Snippets are from pages that rank on the first page for that term.

So if you don't already rank in the top 10, you have zero chance of ranking in the Featured Snippet spot.

How do you find Featured Snippet Opportunities?

Ahrefs "Organic Keywords" report.

It shows you keywords that you rank for... that also have a Featured Snippet:


3,117
1,372
526
504
More
Keyword
Volume
press release 6 35,000
how to get youtube subscribers 6 2,400
how to get more views on youtube 4 6,500
how to get subscribers on youtube 7 2,400
how to get more subscribers on youtube 8 1,900
get youtube subscribers 7 2,100
how to get more youtube subscribers 6 1,000
how to gain subscribers on youtube 6 800
cpa marketing 8 4,700
how to use google keyword planner 5 1,800

3,117 keywords? Looks like I have some work to do 🙂

---

2. Add “Snippet Bait” to Your Page

“Snippet Bait” is a 40-60 word block of content specifically designed to rank in the Featured Snippet spot.

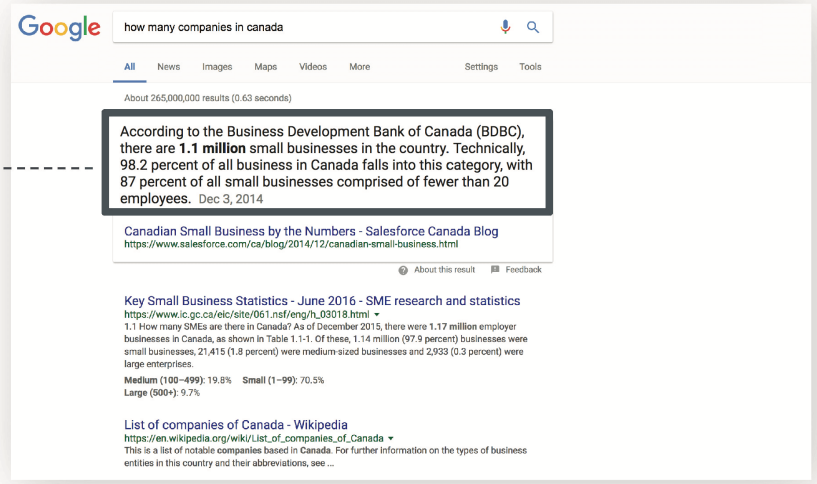
Why 40-60 words?

Well, SEMrush analyzed nearly 7 million Featured Snippets. And they found that the most Featured Snippets are 40-60 words long.

PARAGRAPH	WORDS	CHARACTERS
AVERAGE	46	272
MAXIMUM	84	370

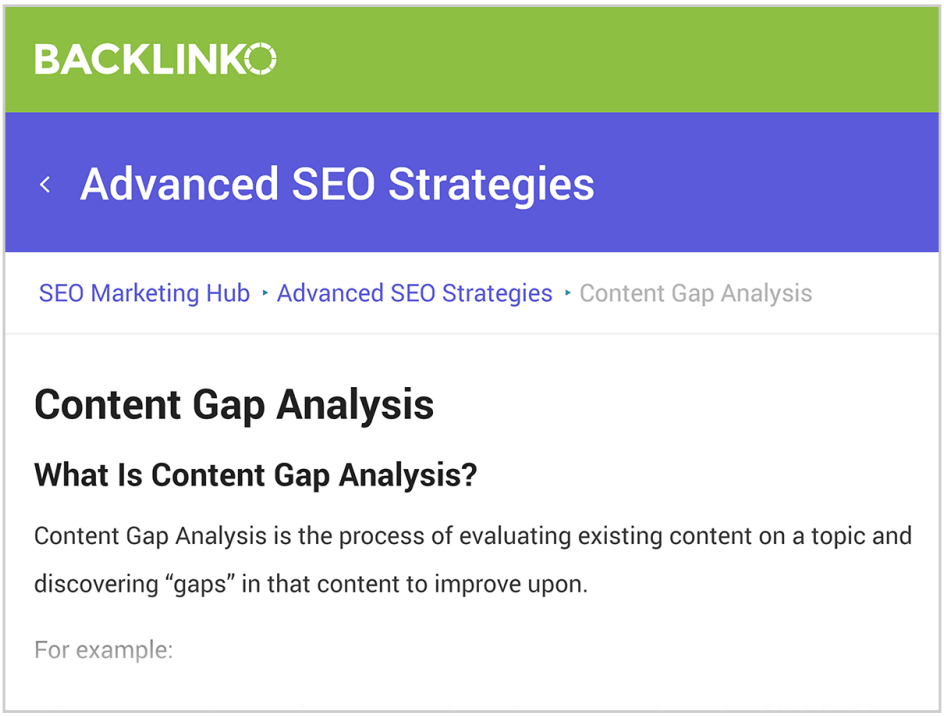
43 words long

Salesforce ranks **4th,** but earned the Featured Snippet.

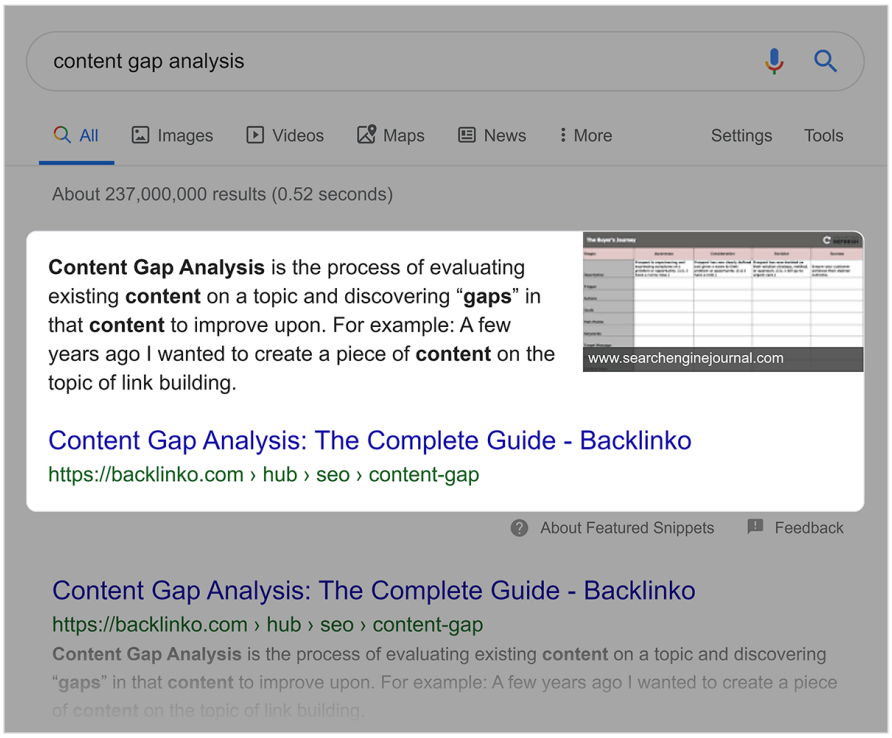

Google
how many companies in canada
All News Images Maps Videos More Settings Tools
About 265,000,000 results (0.63 seconds)
According to the Business Development Bank of Canada (BDBC), there are 1.1 million small businesses in the country. Technically, 98.2 percent of all business in Canada falls into this category, with 87 percent of all small businesses comprised of fewer than 20 employees. Dec 3, 2014
Canadian Small Business by the Numbers - Salesforce Canada Blog
https://www.salesforce.com/ca/blog/2014/12/canadian-small-business.html
About this result Feedback
Key Small Business Statistics - June 2016 - SME research and statistics
https://www.ic.gc.ca/eic/site/061.nsf/eng/h_03018.html
1.1 How many SMEs are there in Canada? As of December 2015, there were 1.17 million employer businesses in Canada, as shown in Table 1.1-1. Of these, 1.14 million (97.9 percent) businesses were small businesses, 21,415 (1.8 percent) were medium-sized businesses and 2,933 (0.3 percent) were large enterprises.
Medium (100–499): 19.8% Small (1–99): 70.5%
Large (500+): 9.7%
List of companies of Canada - Wikipedia
https://en.wikipedia.org/wiki/List_of_companies_of_Canada
This is a list of notable companies based in Canada. For further information on the types of business entities in this country and their abbreviations, see ...

For example:

I wrote short Snippet Bait definitions for every page of The SEO Marketing Hub.

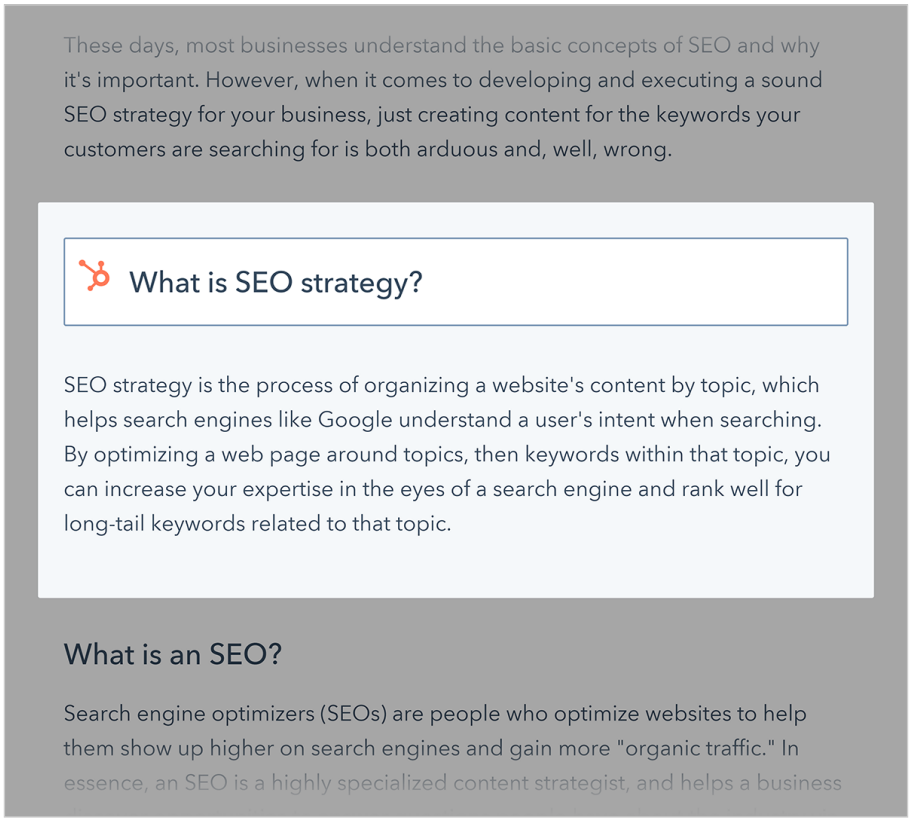

BACKLINKO
Advanced SEO Strategies
SEO Marketing Hub ‣ Advanced SEO Strategies ‣ Content Gap Analysis
Content Gap Analysis
What Is Content Gap Analysis?
Content Gap Analysis is the process of evaluating existing content on a topic and discovering “gaps” in that content to improve upon.
For example:

And these helped my content rank in the Featured Snippet spot for lots of definition keywords.


content gap analysis
All
Images
Videos
Maps
News
More
Settings
Tools
About 237,000,000 results (0.52 seconds)
Content Gap Analysis is the process of evaluating existing content on a topic and discovering "gaps" in that content to improve upon. For example: A few years ago I wanted to create a piece of content on the topic of link building.
www.searchenginejournal.com
Content Gap Analysis: The Complete Guide - Backlinko
https://backlinko.com › hub › seo › content-gap
About Featured Snippets
Feedback
Content Gap Analysis: The Complete Guide - Backlinko
https://backlinko.com › hub › seo › content-gap
Content Gap Analysis is the process of evaluating existing content on a topic and discovering "gaps" in that content to improve upon. For example: A few years ago I wanted to create a piece of content on the topic of link building.

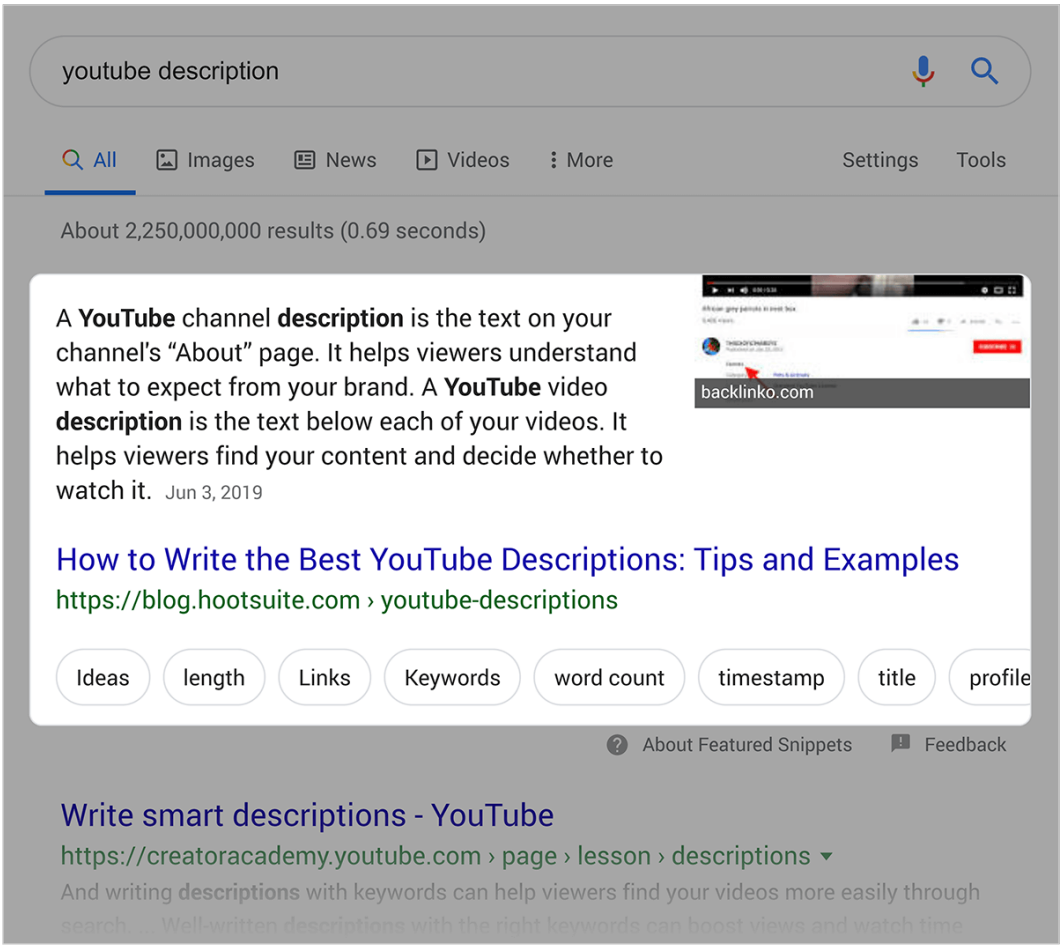
HubSpot takes Snippet Bait to another level.

They add little boxes to their posts **that actually look like Featured Snippets:**

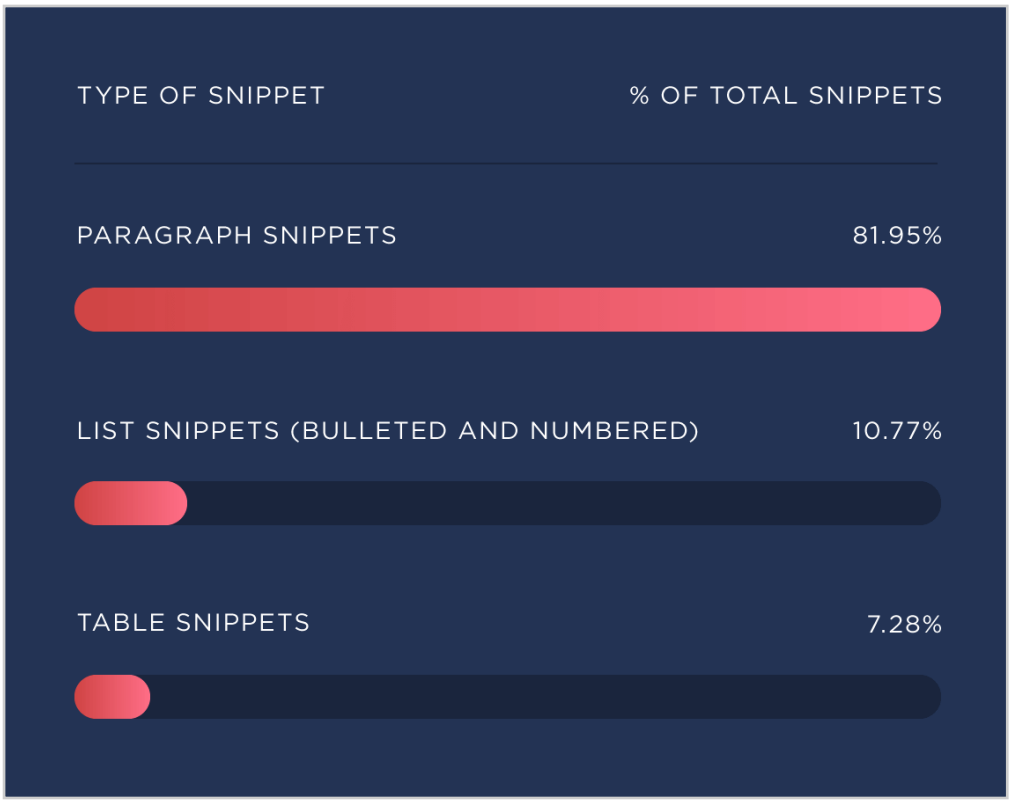

These days, most businesses understand the basic concepts of SEO and why it's important. However, when it comes to developing and executing a sound SEO strategy for your business, just creating content for the keywords your customers are searching for is both arduous and, well, wrong.
What is SEO strategy?
SEO strategy is the process of organizing a website's content by topic, which helps search engines like Google understand a user's intent when searching. By optimizing a web page around topics, then keywords within that topic, you can increase your expertise in the eyes of a search engine and rank well for long-tail keywords related to that topic.
What is an SEO?
Search engine optimizers (SEOs) are people who optimize websites to help them show up higher on search engines and gain more "organic traffic." In essence, an SEO is a highly specialized content strategist, and helps a business

3. Format your content for other types of Featured Snippets

Snippet Bait works best for so-called “Paragraph Snippets”, like this:


youtube description
All
Images
News
Videos
More
Settings
Tools
About 2,250,000,000 results (0.69 seconds)
A YouTube channel description is the text on your channel’s “About” page. It helps viewers understand what to expect from your brand. A YouTube video description is the text below each of your videos. It helps viewers find your content and decide whether to watch it. Jun 3, 2019
backlinko.com
How to Write the Best YouTube Descriptions: Tips and Examples
https://blog.hootsuite.com › youtube-descriptions
Ideas
length
Links
Keywords
word count
timestamp
title
profile
About Featured Snippets
Feedback
Write smart descriptions - YouTube
https://creatoracademy.youtube.com › page › lesson › descriptions
And writing descriptions with keywords can help viewers find your videos more easily through

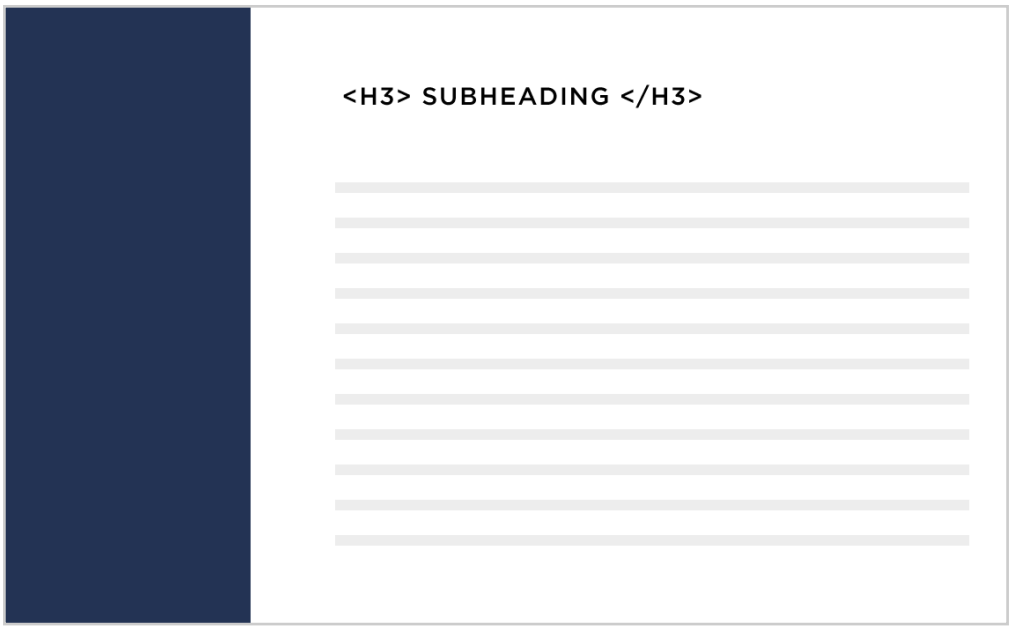
Even though paragraph snippets make up 81.9% of all Featured Snippets...



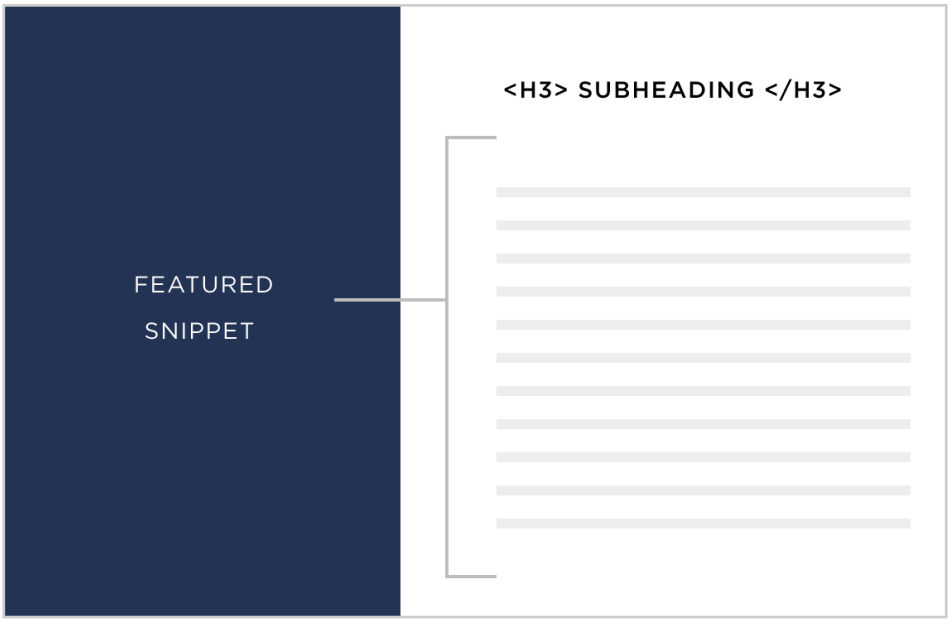
...they're not the only one.

If you want to rank for List Snippets...

Use H2 or H3 subheaders for every item on your list.



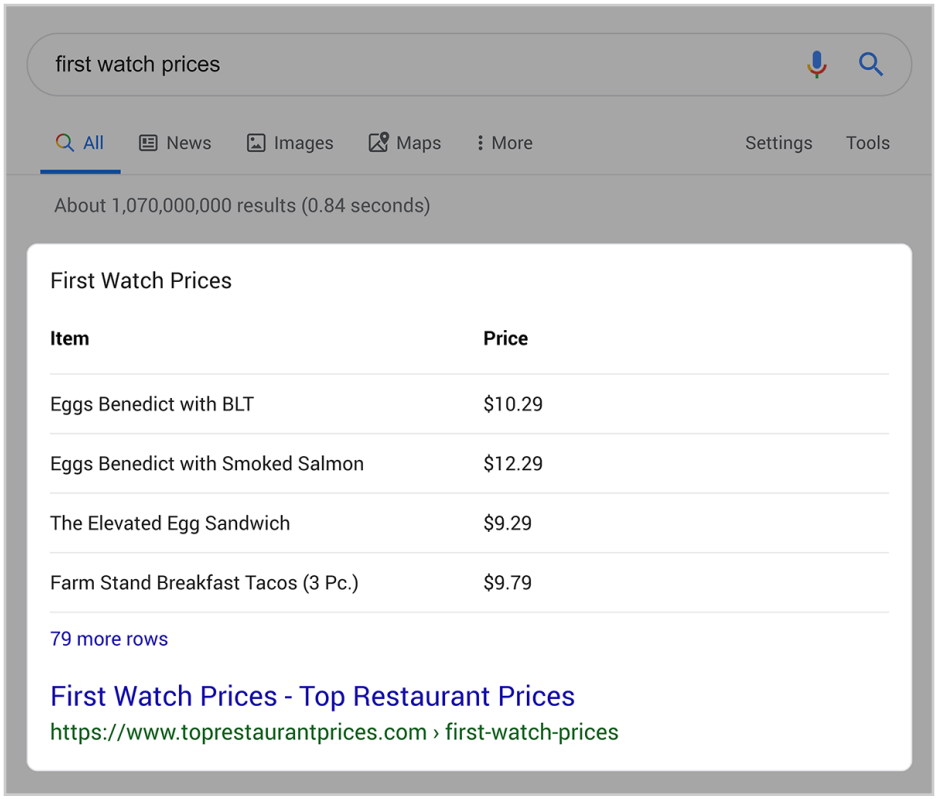
Google will pull those subheaders from your content... and include them in the Featured Snippet:



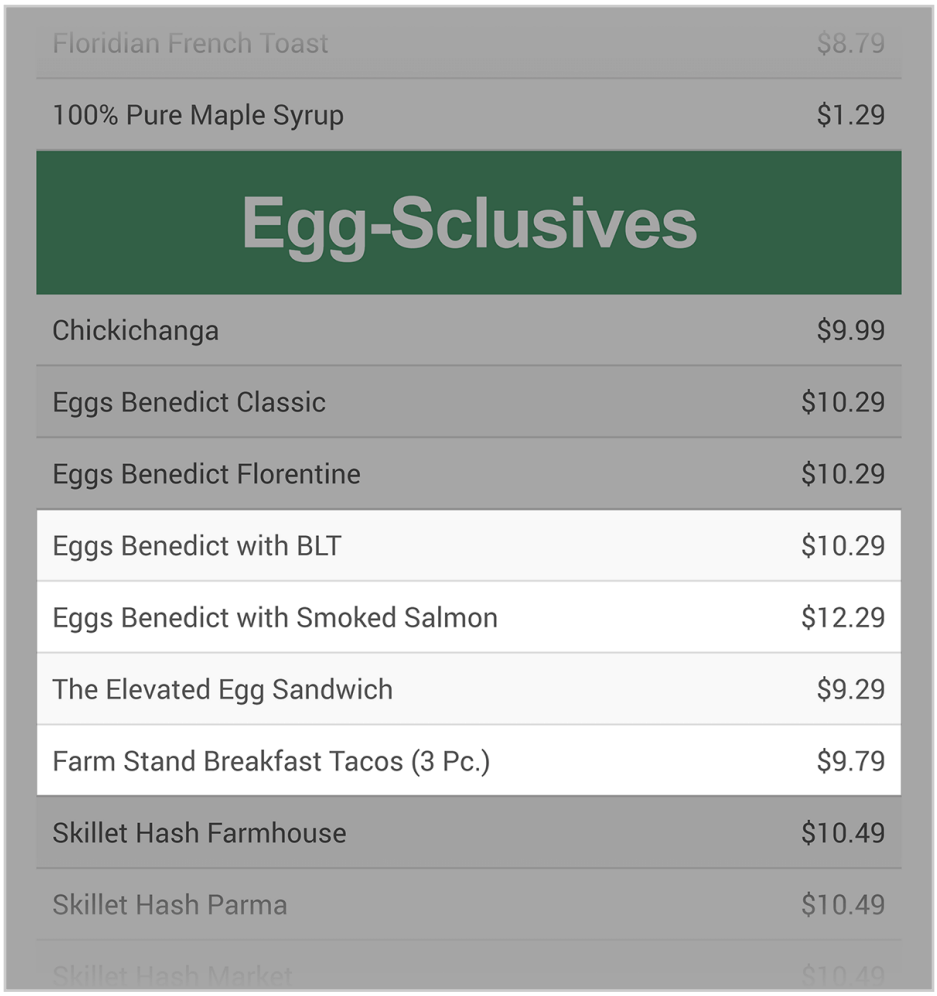
If you want to rank in Table Snippets...

You need to create a table that Google can easily pull data from.

For example, the content from this Table Snippet...



...is pulled directly from a well-formatted table.



Floridian French Toast	$8.79
100% Pure Maple Syrup	$1.29
Egg-Sclusives	
Chickichanga	$9.99
Eggs Benedict Classic	$10.29
Eggs Benedict Florentine	$10.29
Eggs Benedict with BLT	$10.29
Eggs Benedict with Smoked Salmon	$12.29
The Elevated Egg Sandwich	$9.29
Farm Stand Breakfast Tacos (3 Pc.)	$9.79
Skillet Hash Farmhouse	$10.49
Skillet Hash Parma	$10.49
Skillet Hash Market	$10.49

Which leads us to our next topic...

CHAPTER 6:

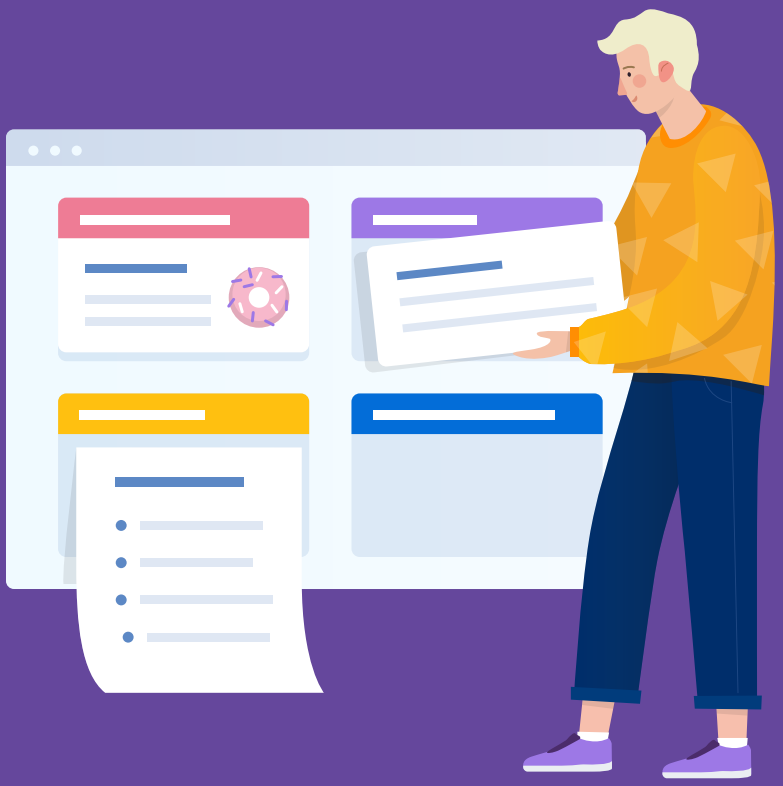
Master Search Intent

Search Intent was a massive topic in the SEO world in 2019.

And for good reason:

Content that doesn't match search intent simply won't rank.

And as Google gets better at giving people the exact search results they want, creating content that's a 1:1 Search Intent match is going to be a must in 2020.



Identify Each Keyword's Intent

Every keyword has an intent behind it.

Maybe it's to look something up.

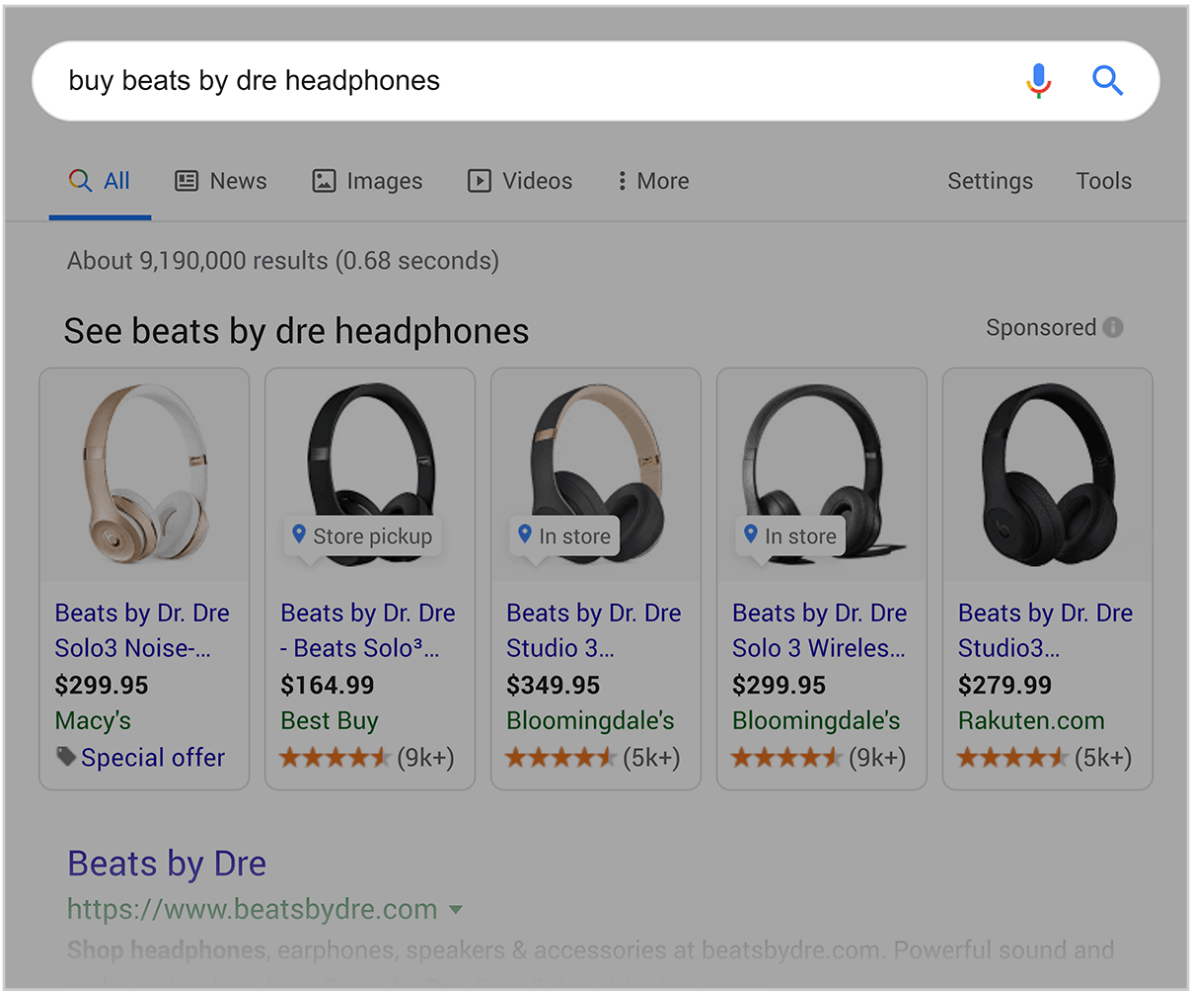
Or buy something.

Or compare product A with product B.

And the better your content can match that search intent, the better it will rank.

So your first step is to figure out your target keyword's Search Intent.

Sometimes the intent is right in the keyword.

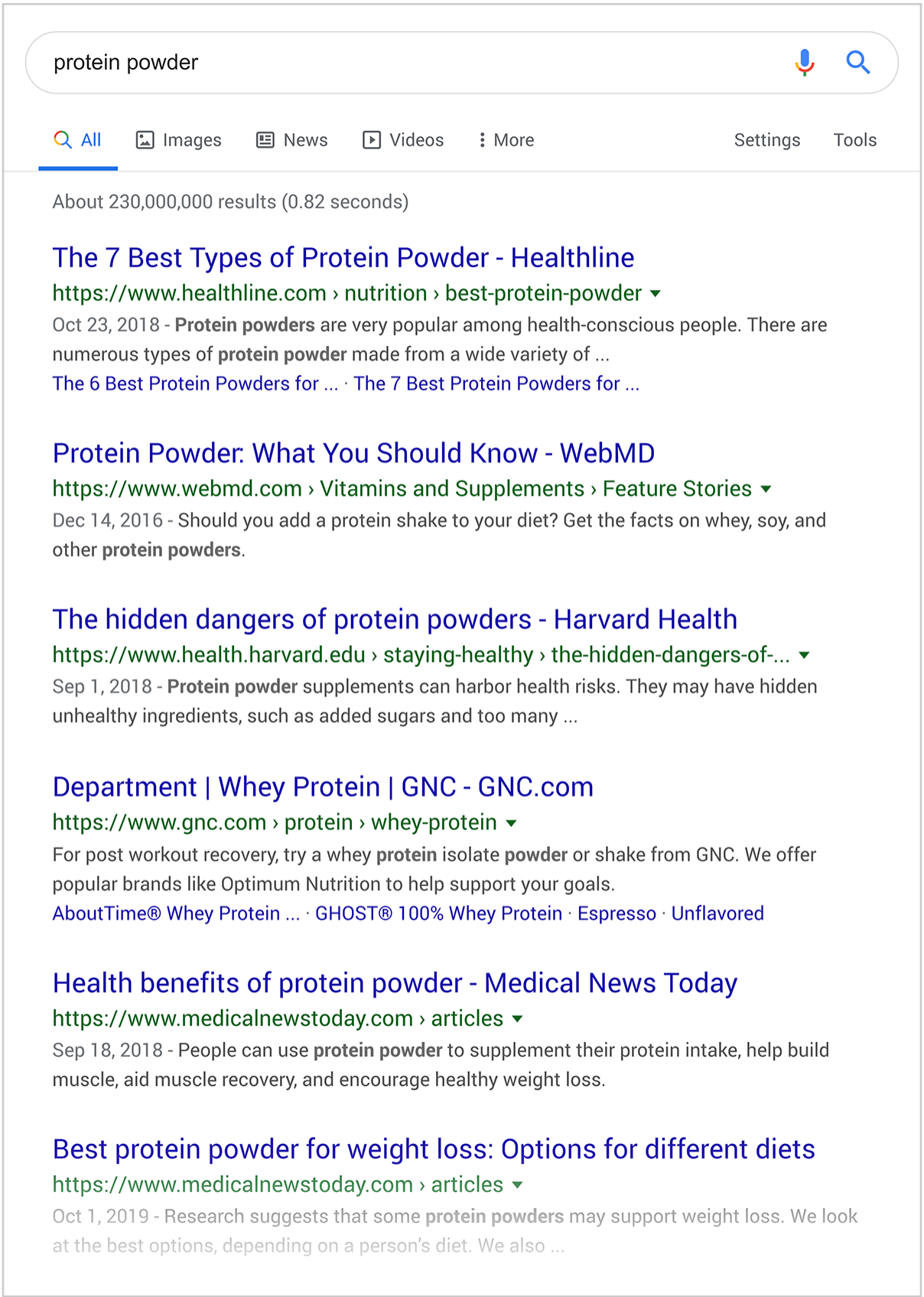


But it's not usually that obvious. So for most keywords, the search results will tell you everything you need to know about that keyword's Search Intent.

For example, take a keyword like: "protein powder".

Someone searching for that term could want to buy some protein. Or maybe they want to learn more about it.

Well, according to Google's first page for that keyword, most people searching for "protein powder" are looking for **information.**


protein powder
All
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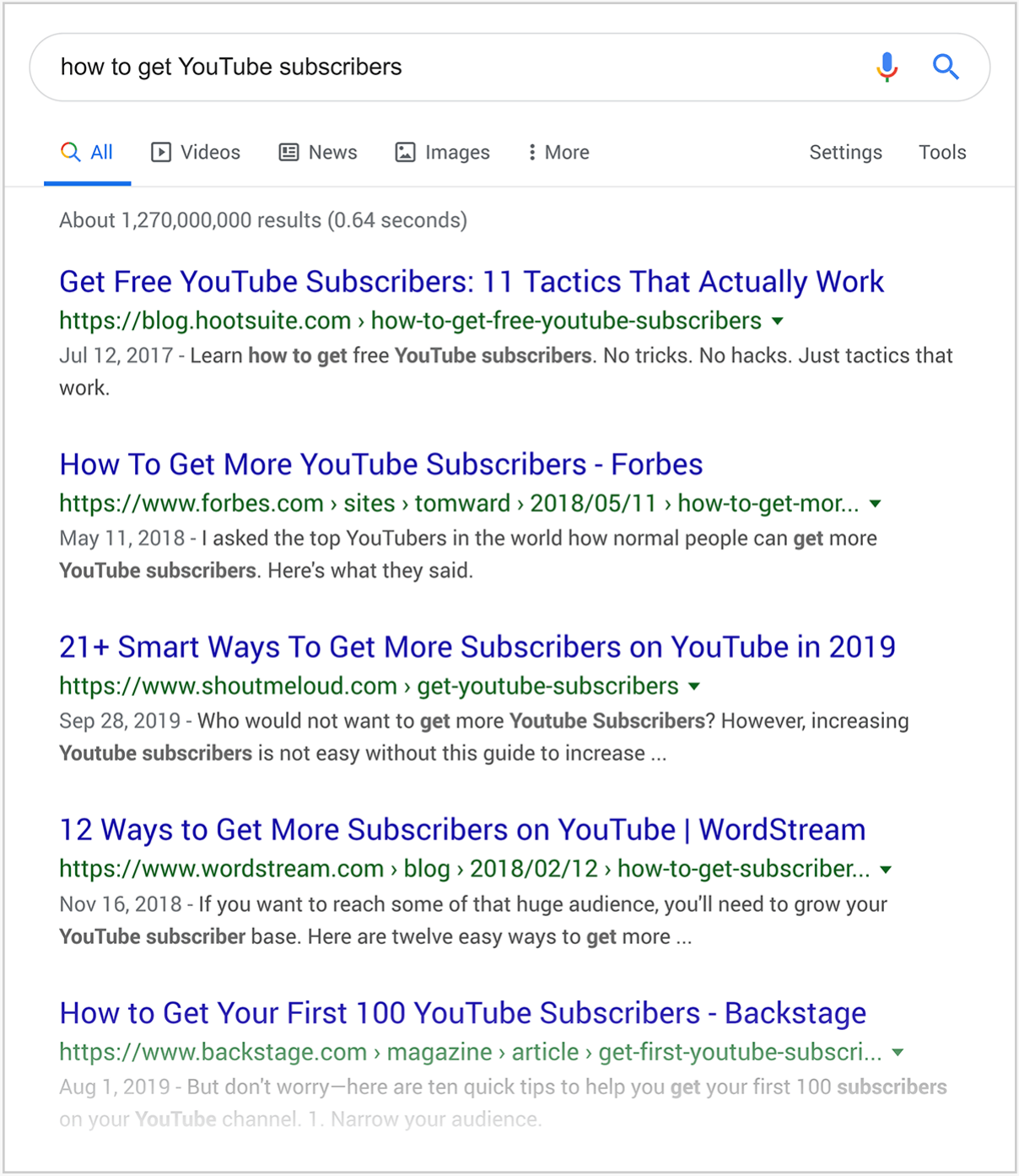
Videos
More
Settings
Tools
About 230,000,000 results (0.82 seconds)
The 7 Best Types of Protein Powder - Healthline
https://www.healthline.com › nutrition › best-protein-powder
Oct 23, 2018 - Protein powders are very popular among health-conscious people. There are numerous types of protein powder made from a wide variety of ...
The 6 Best Protein Powders for ... · The 7 Best Protein Powders for ...
Protein Powder: What You Should Know - WebMD
https://www.webmd.com › Vitamins and Supplements › Feature Stories
Dec 14, 2016 - Should you add a protein shake to your diet? Get the facts on whey, soy, and other protein powders.
The hidden dangers of protein powders - Harvard Health
https://www.health.harvard.edu › staying-healthy › the-hidden-dangers-of-...
Sep 1, 2018 - Protein powder supplements can harbor health risks. They may have hidden unhealthy ingredients, such as added sugars and too many ...
Department | Whey Protein | GNC - GNC.com
https://www.gnc.com › protein › whey-protein
For post workout recovery, try a whey protein isolate powder or shake from GNC. We offer popular brands like Optimum Nutrition to help support your goals.
AboutTime® Whey Protein ... · GHOST® 100% Whey Protein · Espresso · Unflavored
Health benefits of protein powder - Medical News Today
https://www.medicalnewstoday.com › articles
Sep 18, 2018 - People can use protein powder to supplement their protein intake, help build muscle, aid muscle recovery, and encourage healthy weight loss.
Best protein powder for weight loss: Options for different diets
https://www.medicalnewstoday.com › articles
Oct 1, 2019 - Research suggests that some protein powders may support weight loss. We look at the best options, depending on a person's diet. We also ...

Create Content That's a 1:1 Search Intent Match

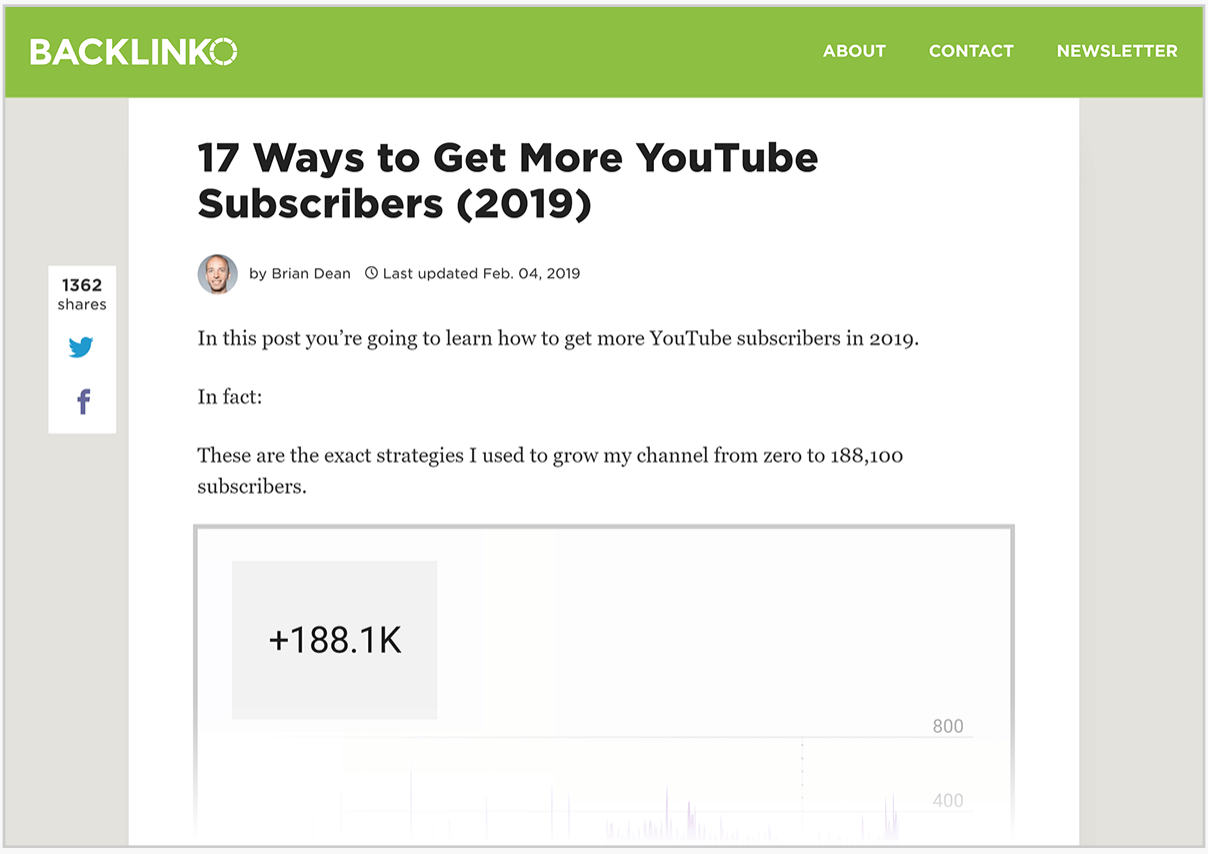
Now that you've identified Search Intent, it's time to publish something that gives searchers EXACTLY what they're looking for.

For example, when I analyzed the SERPs for "how to get YouTube subscribers", I noticed that they were mostly list posts.

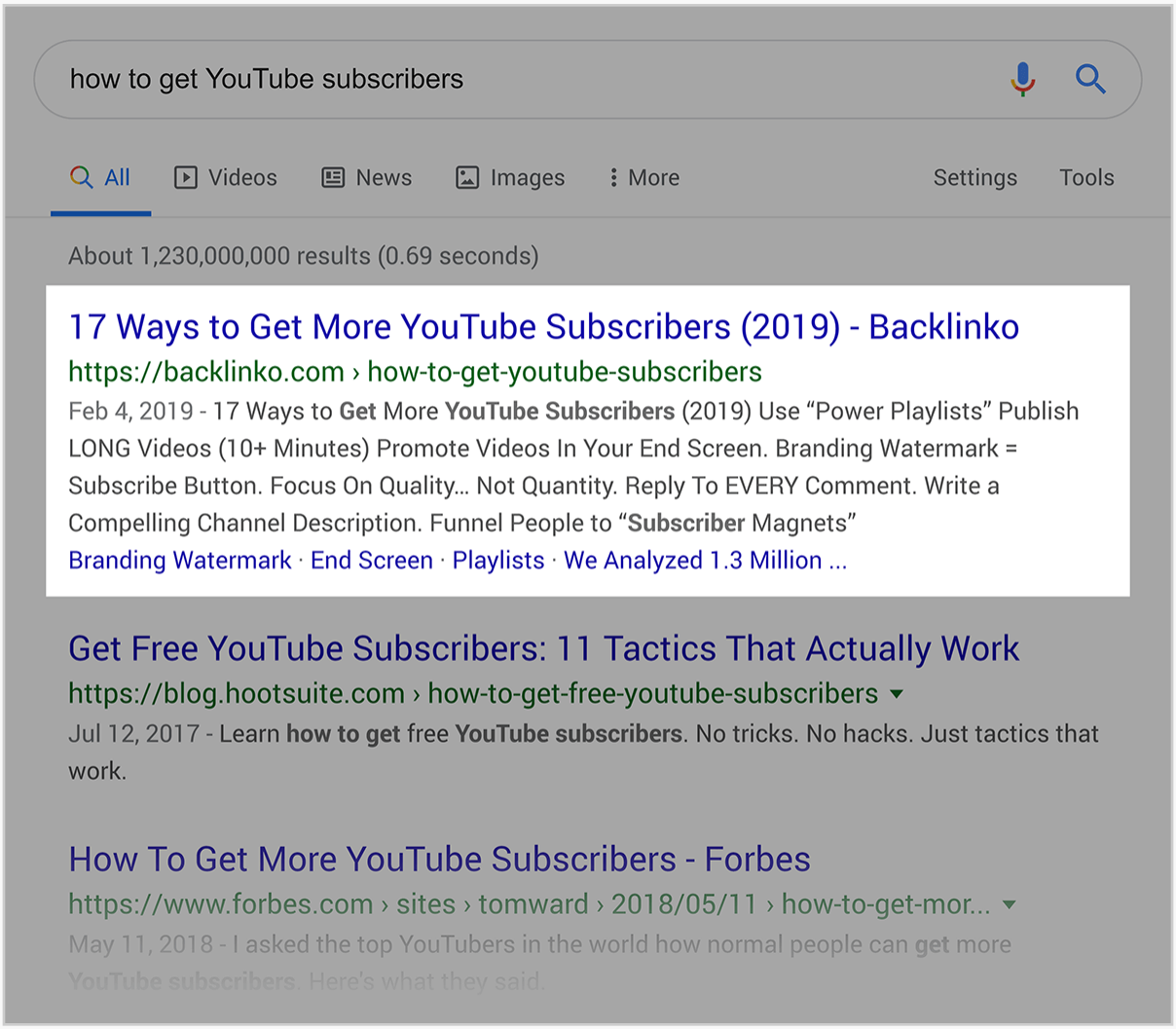

how to get YouTube subscribers
All
Videos
News
Images
More
Settings
Tools
About 1,270,000,000 results (0.64 seconds)
Get Free YouTube Subscribers: 11 Tactics That Actually Work
https://blog.hootsuite.com › how-to-get-free-youtube-subscribers
Jul 12, 2017 - Learn how to get free YouTube subscribers. No tricks. No hacks. Just tactics that work.
How To Get More YouTube Subscribers - Forbes
https://www.forbes.com › sites › tomward › 2018/05/11 › how-to-get-mor...
May 11, 2018 - I asked the top YouTubers in the world how normal people can get more YouTube subscribers. Here's what they said.
21+ Smart Ways To Get More Subscribers on YouTube in 2019
https://www.shoutmeloud.com › get-youtube-subscribers
Sep 28, 2019 - Who would not want to get more Youtube Subscribers? However, increasing Youtube subscribers is not easy without this guide to increase ...
12 Ways to Get More Subscribers on YouTube | WordStream
https://www.wordstream.com › blog › 2018/02/12 › how-to-get-subscriber...
Nov 16, 2018 - If you want to reach some of that huge audience, you'll need to grow your YouTube subscriber base. Here are twelve easy ways to get more ...
How to Get Your First 100 YouTube Subscribers - Backstage
https://www.backstage.com › magazine › article › get-first-youtube-subscri...
Aug 1, 2019 - But don't worry—here are ten quick tips to help you get your first 100 subscribers on your YouTube channel. 1. Narrow your audience.

So even though this was a “how to” keyword, I didn’t publish a step-by-step tutorial.

Instead, I published a list post.


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
17 Ways to Get More YouTube Subscribers (2019)
1362 shares
by Brian Dean
Last updated Feb. 04, 2019
In this post you’re going to learn how to get more YouTube subscribers in 2019.
In fact:
These are the exact strategies I used to grow my channel from zero to 188,100 subscribers.
+188.1K
800
400

And because my content is what users want, that page ranks in the top 3 for that keyword.

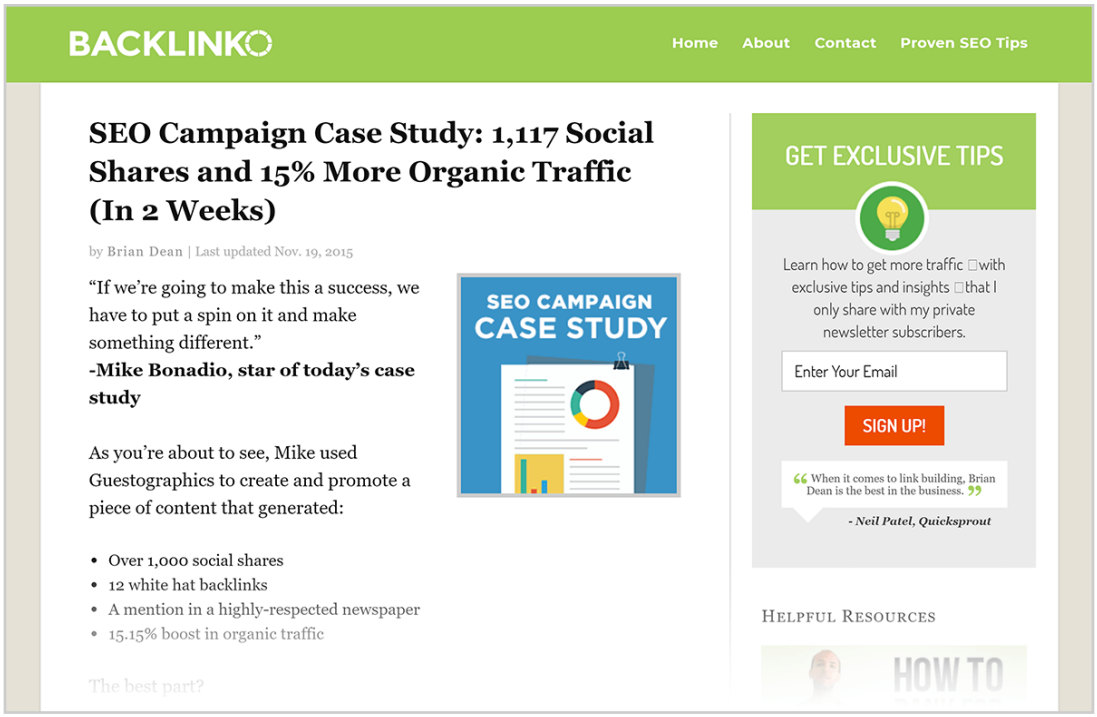

how to get YouTube subscribers
All
Videos
News
Images
More
Settings
Tools
About 1,230,000,000 results (0.69 seconds)
17 Ways to Get More YouTube Subscribers (2019) - Backlinko
https://backlinko.com › how-to-get-youtube-subscribers
Feb 4, 2019 - 17 Ways to Get More YouTube Subscribers (2019) Use “Power Playlists” Publish LONG Videos (10+ Minutes) Promote Videos In Your End Screen. Branding Watermark = Subscribe Button. Focus On Quality... Not Quantity. Reply To EVERY Comment. Write a Compelling Channel Description. Funnel People to “Subscriber Magnets”
Branding Watermark · End Screen · Playlists · We Analyzed 1.3 Million ...
Get Free YouTube Subscribers: 11 Tactics That Actually Work
https://blog.hootsuite.com › how-to-get-free-youtube-subscribers
Jul 12, 2017 - Learn how to get free YouTube subscribers. No tricks. No hacks. Just tactics that work.
How To Get More YouTube Subscribers - Forbes
https://www.forbes.com › sites › tomward › 2018/05/11 › how-to-get-mor...
May 11, 2018 - I asked the top YouTubers in the world how normal people can get more YouTube subscribers. Here's what they said.

Re-Optimize Old Content for Search Intent

Search Intent optimization isn’t just for new content.

You can tweak your older stuff to make it a better Search Intent fit.

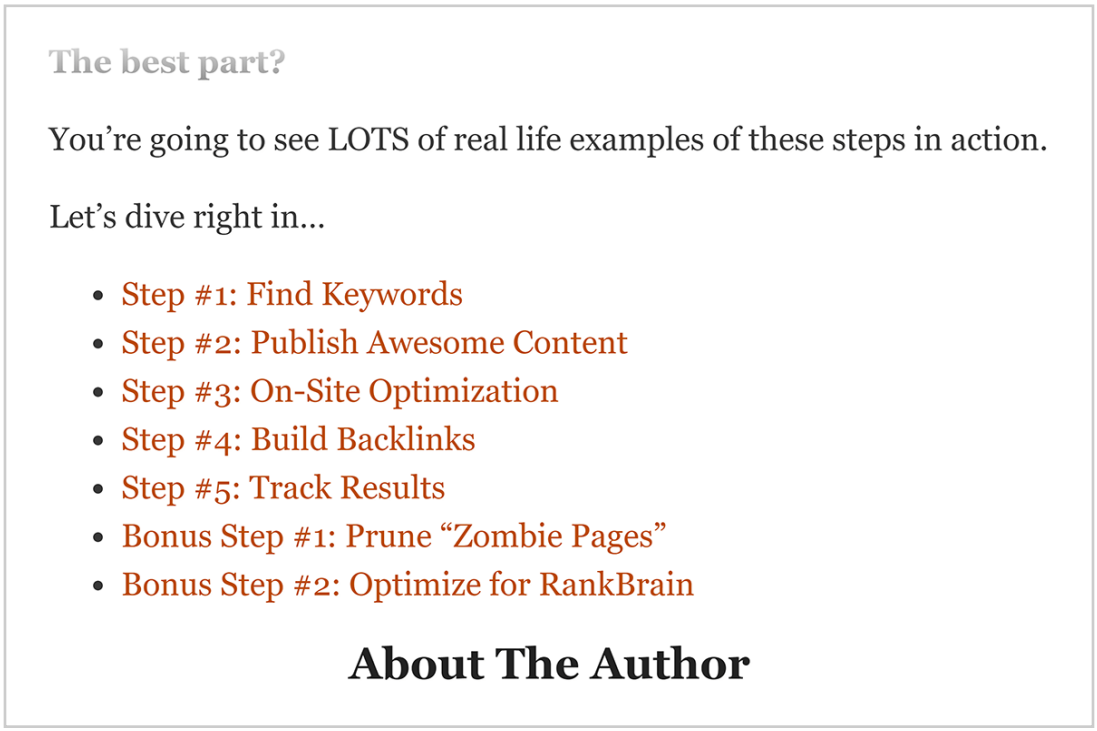
For example, this post used to rank really well for “SEO campaign”.


BACKLINKO
Home
About
Contact
Proven SEO Tips
SEO Campaign Case Study: 1,117 Social Shares and 15% More Organic Traffic (In 2 Weeks)
by Brian Dean | Last updated Nov. 19, 2015
"If we're going to make this a success, we have to put a spin on it and make something different."
-Mike Bonadio, star of today's case study
As you're about to see, Mike used Guestographics to create and promote a piece of content that generated:
Over 1,000 social shares
12 white hat backlinks
A mention in a highly-respected newspaper
15.15% boost in organic traffic
The best part?
SEO CAMPAIGN CASE STUDY
GET EXCLUSIVE TIPS
Learn how to get more traffic with exclusive tips and insights that I only share with my private newsletter subscribers.
Enter Your Email
SIGN UP!
When it comes to link building, Brian Dean is the best in the business.
- Neil Patel, Quicksprout
Helpful Resources
HOW TO

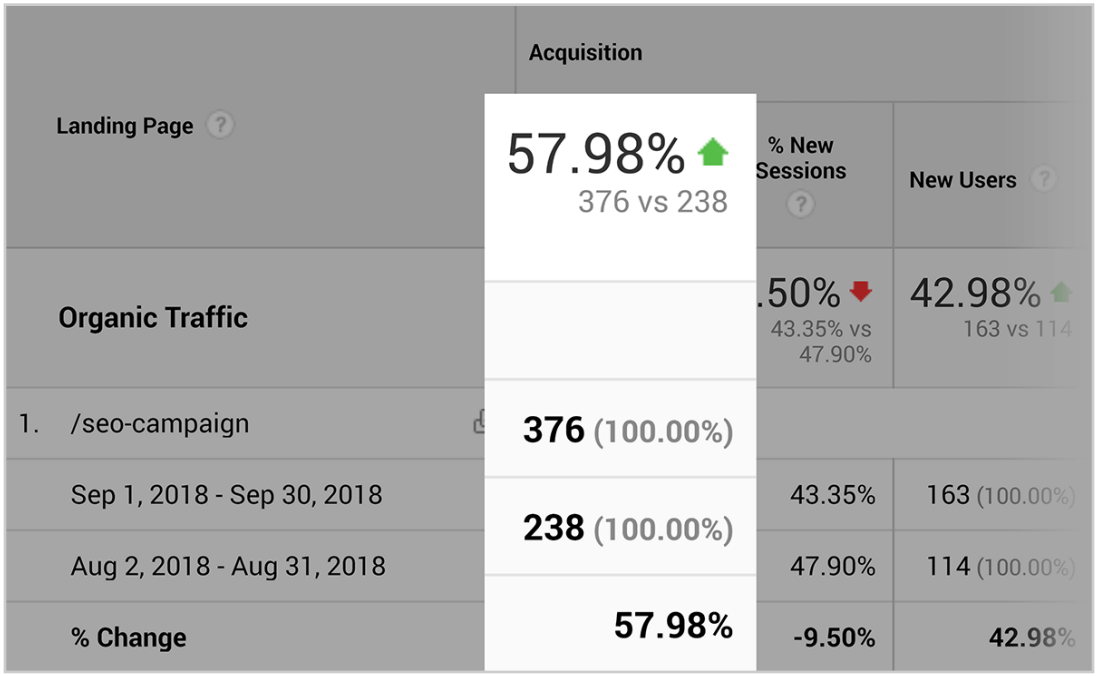
But as Google got better at figuring out what people that searched for that keyword actually wanted, my post started to drop in the rankings.

Which made sense: someone searching for "SEO campaign" doesn't want a case study about a random guy. They want a list of steps.

So I transformed that post into a step-by-step guide that was easy to follow.


The best part?
You're going to see LOTS of real life examples of these steps in action.
Let's dive right in...
Step #1: Find Keywords
Step #2: Publish Awesome Content
Step #3: On-Site Optimization
Step #4: Build Backlinks
Step #5: Track Results
Bonus Step #1: Prune "Zombie Pages"
Bonus Step #2: Optimize for RankBrain
About The Author

Which boosted organic traffic to that page by 57.98%.



Landing Page	Acquisition		
	57.98% ↑ 376 vs 238	% New Sessions	New Users
Organic Traffic		.50% ↓ 43.35% vs 47.90%	42.98% ↑ 163 vs 114
1. /seo-campaign	**376** (100.00%)		
Sep 1, 2018 - Sep 30, 2018	**238** (100.00%)	43.35%	163 (100.00%)
Aug 2, 2018 - Aug 31, 2018		47.90%	114 (100.00%)
% Change	**57.98%**	**-9.50%**	**42.98%**

CHAPTER 7:

Combat Decreasing CTRs

There's no denying it:

Organic click-through-rate is down. Way down.

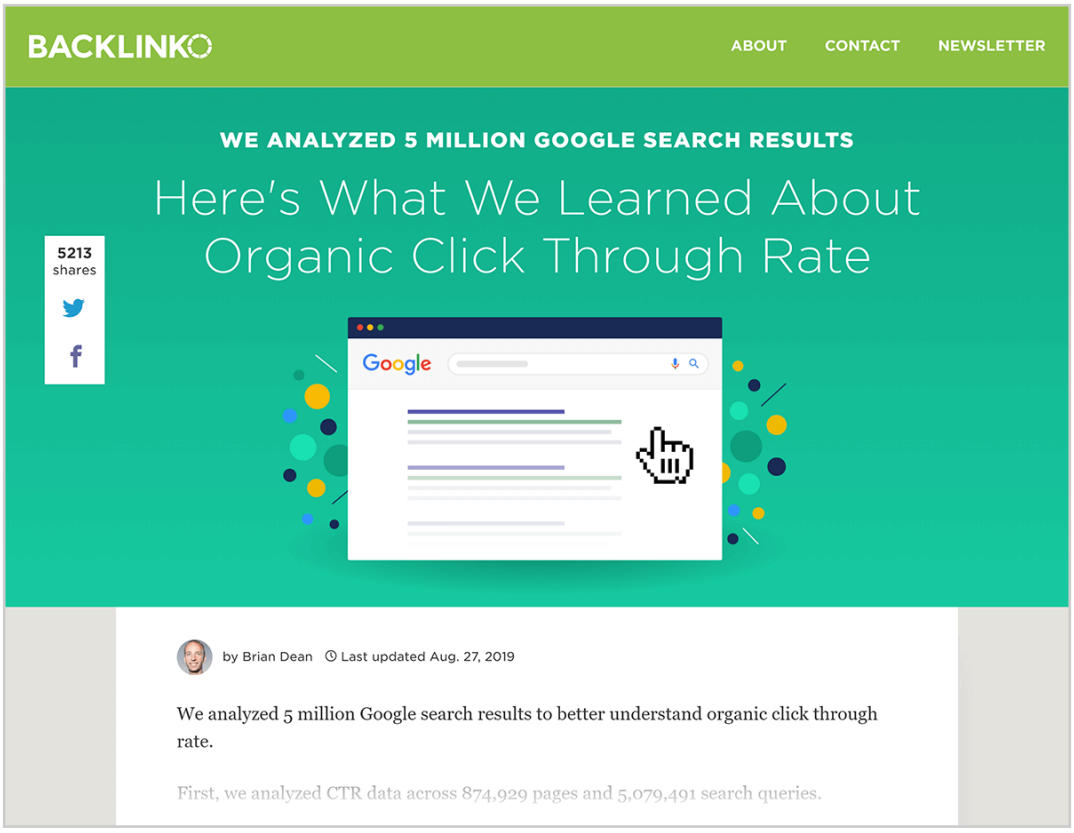
In fact, one industry study found that organic CTR on mobile search is down 41.4% since 2015.

It's no secret why: Google is crowding out the organic search results with Answer Boxes, Ads, Carousels, "People also ask" sections, and more.

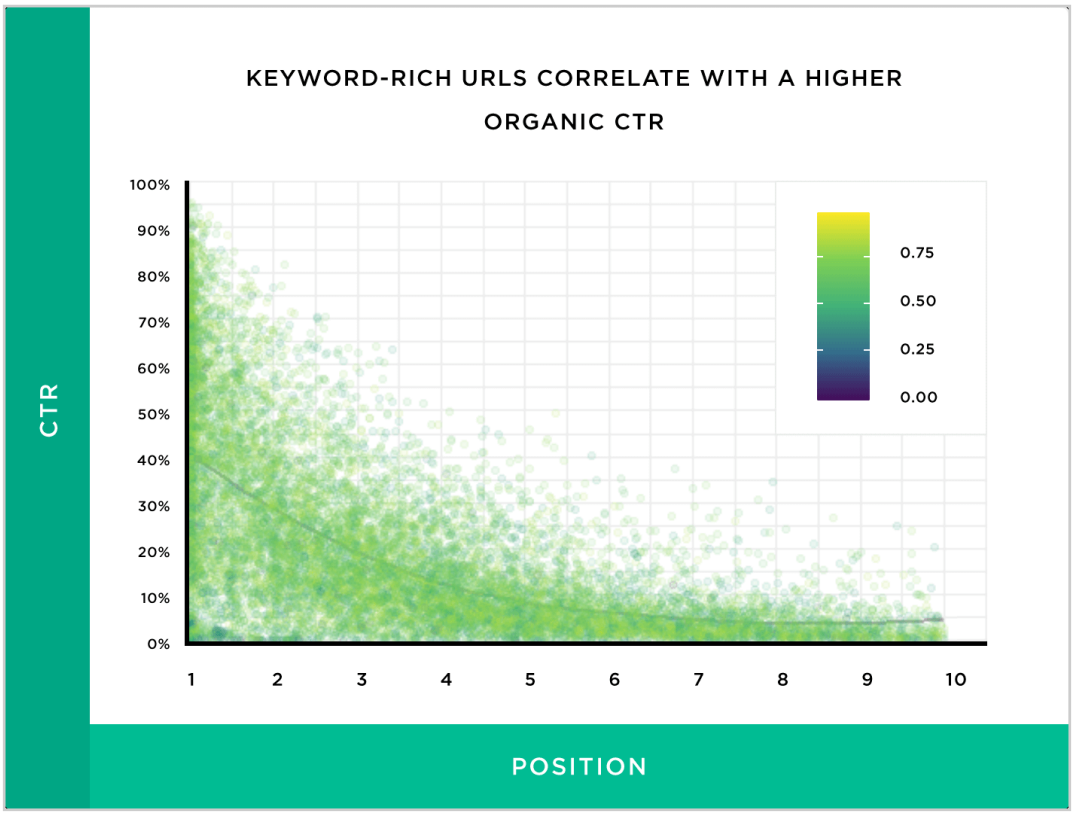
And to stand out in the SERPs, your result needs to scream "click on me!"... or else it'll be ignored.

Include Your Keyword in Your URL

Earlier this year we published the results from our large-scale organic CTR study.


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
WE ANALYZED 5 MILLION GOOGLE SEARCH RESULTS
Here's What We Learned About Organic Click Through Rate
5213 shares
Google
by Brian Dean
Last updated Aug. 27, 2019
We analyzed 5 million Google search results to better understand organic click through rate.
First, we analyzed CTR data across 874,929 pages and 5,079,491 search queries.

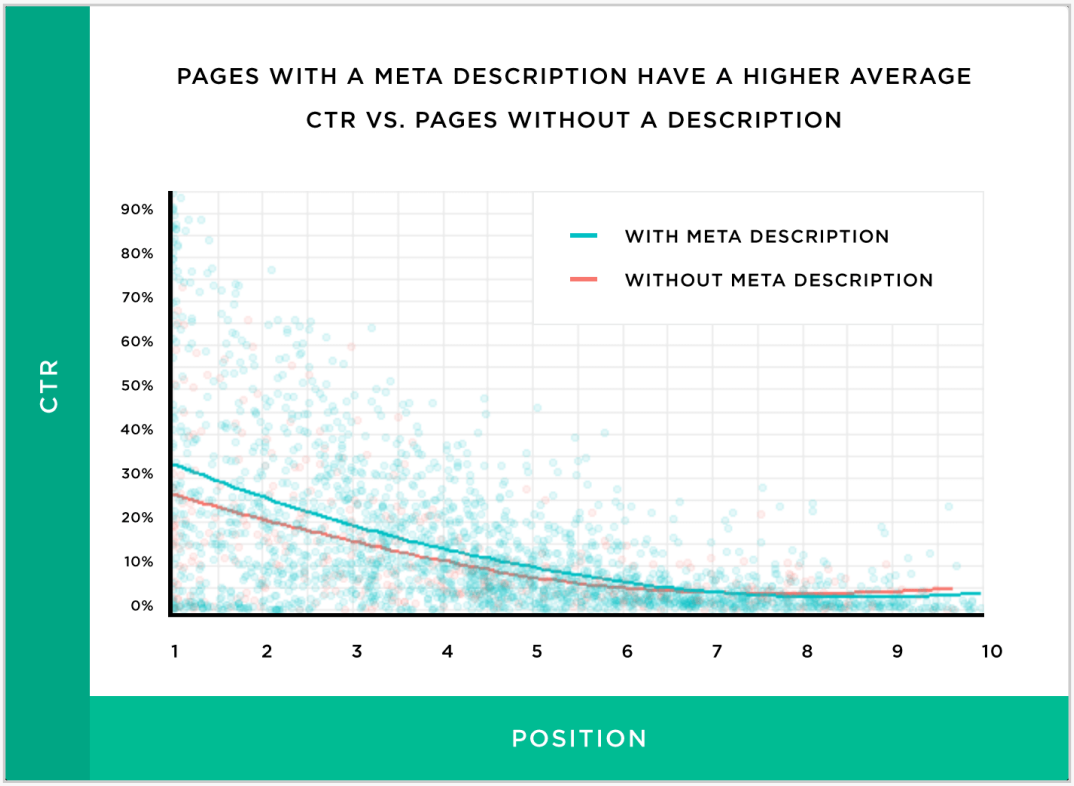
And one of our most interesting findings was that keyword-rich URLs get 45% more clicks vs. URLs that don't contain a keyword that matches the person's search.



It looks like Google searchers want to click on compelling titles. But if a title veers into clickbait territory, they're going to click on something else.

Write Meta Descriptions for Every Page

This is a simple 2-minute step that can increase your CTR by approximately 6%.



CHAPTER 8:

Backlinks Are Still Key

Even with all of the SEO trends that I've covered in this guide, SEO in 2020 is still all about content and links.

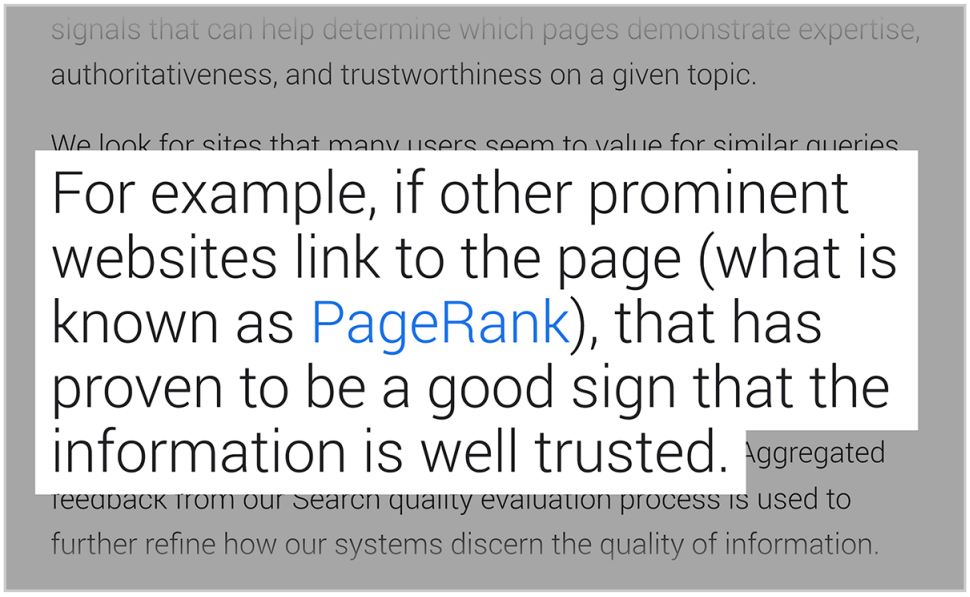
Without amazing content, you'll never get links.

And without link building, you won't crack the first page.

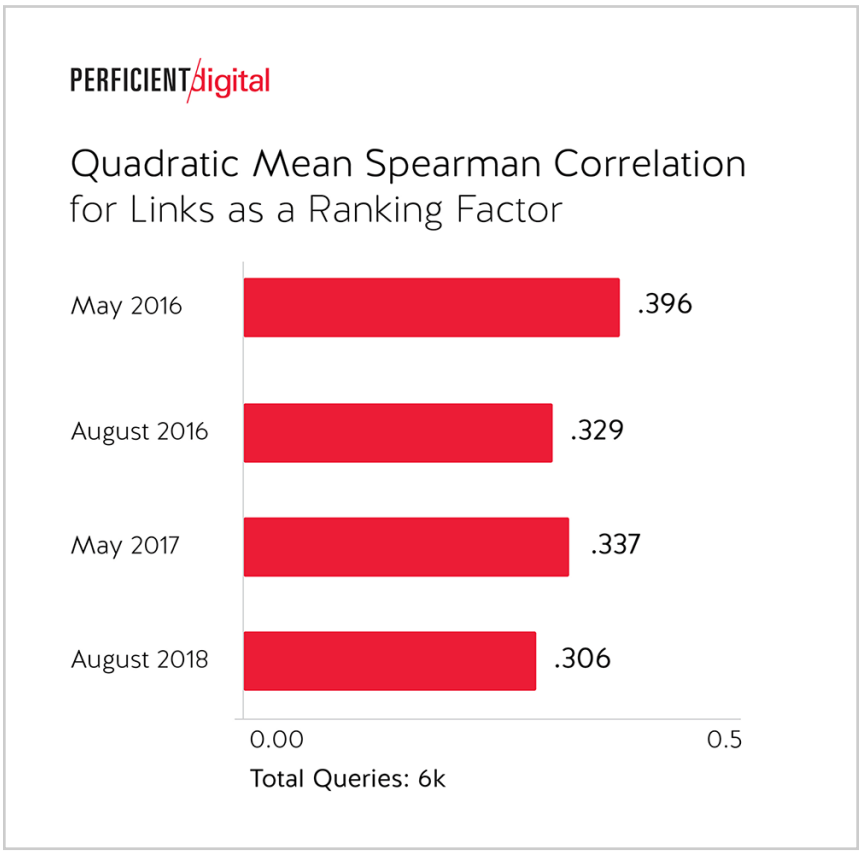
Also, if you're not on Google's first page, Visual Search, CTR and Search Intent won't matter.

Those only come into play once you already rank on page 1.

In fact, Google recently came out and said that links still play a key role in their algorithm.


signals that can help determine which pages demonstrate expertise, authoritativeness, and trustworthiness on a given topic.
We look for sites that many users seem to value for similar queries.
For example, if other prominent websites link to the page (what is known as PageRank), that has proven to be a good sign that the information is well trusted.
Aggregated feedback from our Search quality evaluation process is used to further refine how our systems discern the quality of information.

And a study by Perficient Digital found that links have virtually the same importance as they did in 2016.



In short, quality content and links should still be the foundation of any SEO strategy.

And once you have a handle on that, it's time to optimize your site for the new SEO trends that I outlined in this guide.

BONUS CHAPTER:

Quick SEO Tips for 2020

In this chapter I'll show you a few quick win tactics that are working great right now.

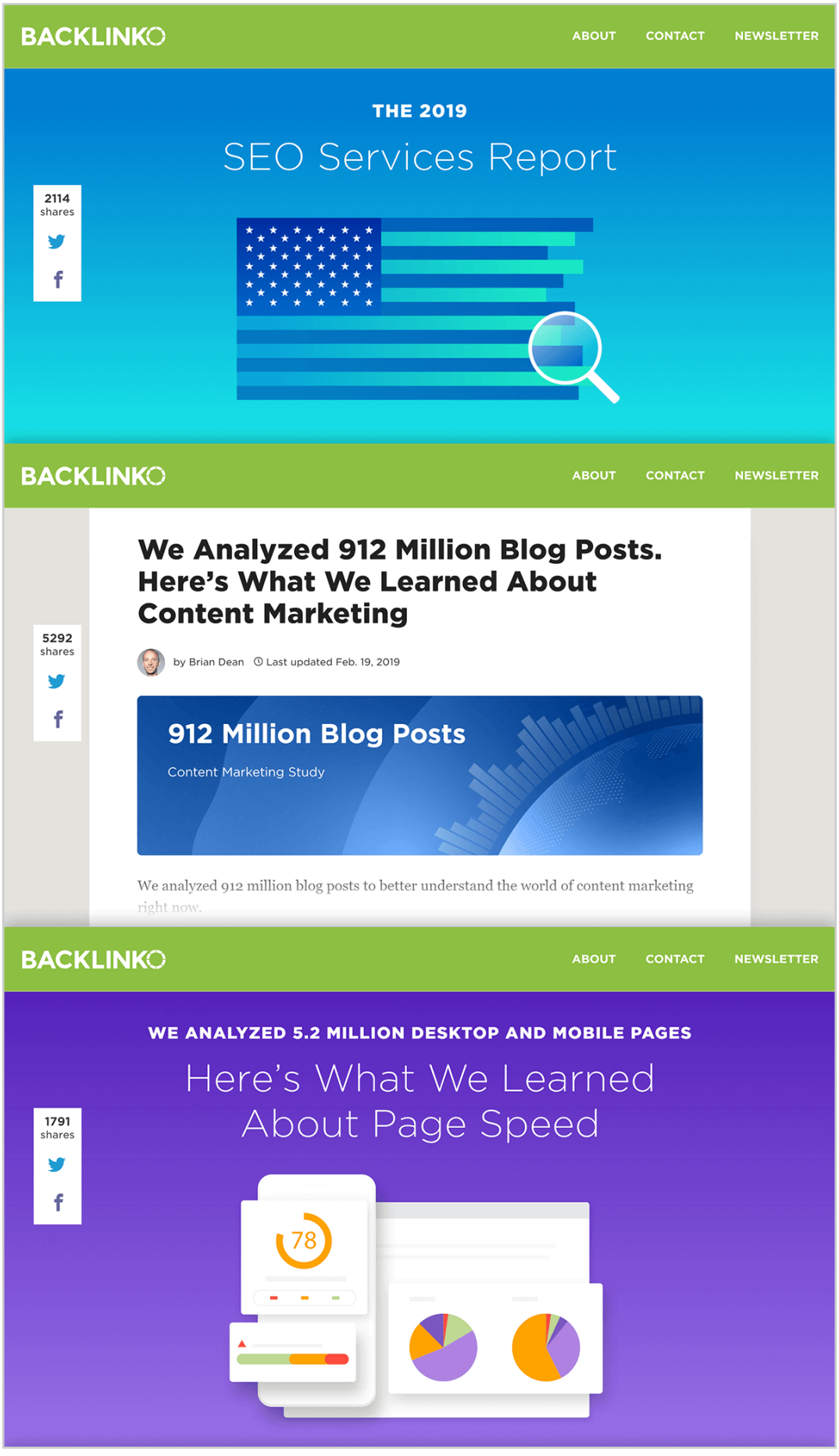
And should work even better in 2020.

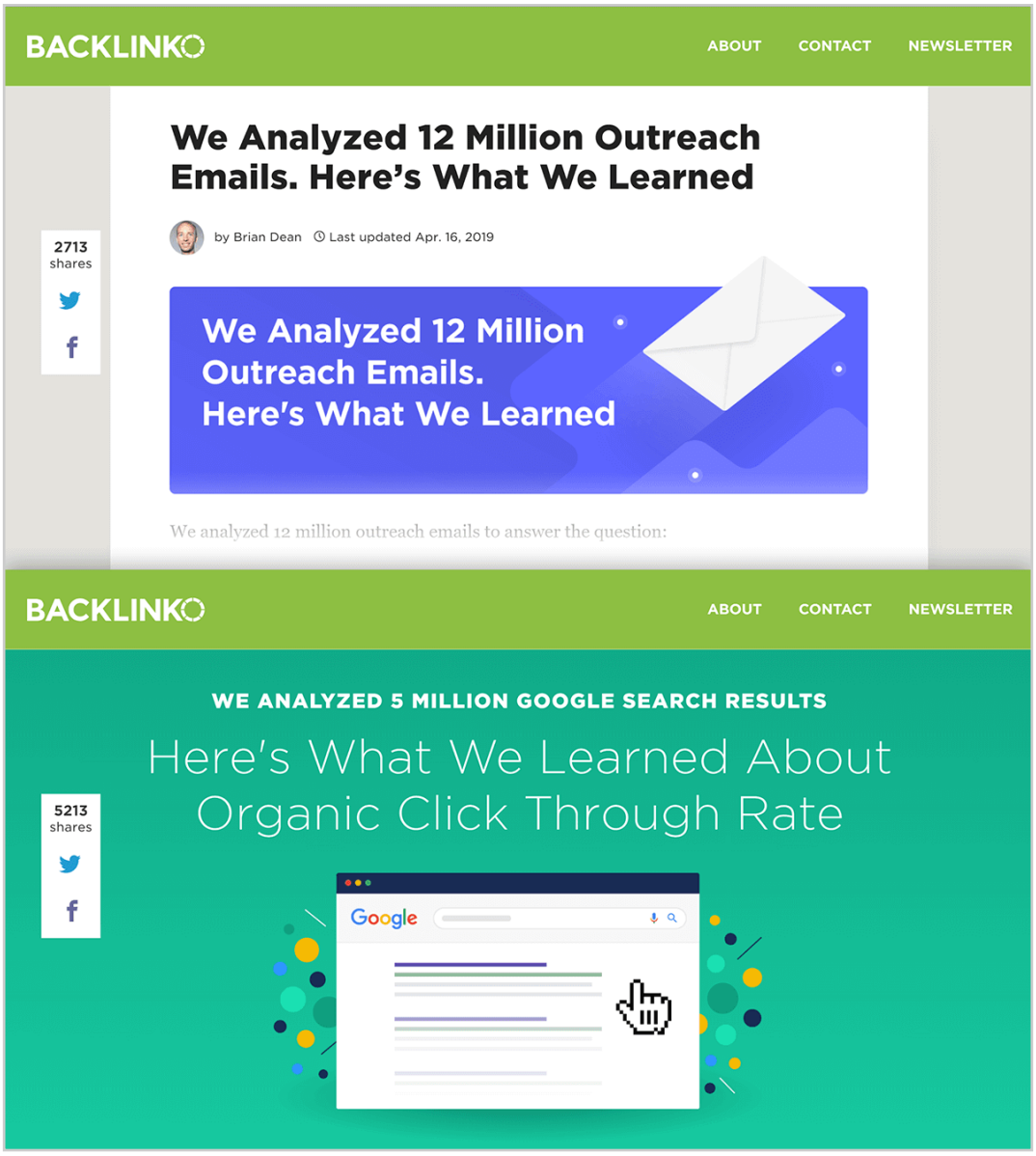
Publish "Research Content"

Bloggers and journalists LOVE data.

And if you can hook them up with a stat, a survey, or an industry study, they'll link to you like there's no tomorrow.

For example, in 2019 we published 5 pieces of Research Content.


BACKLINKO
ABOUT
CONTACT
NEWSLETTER
THE 2019
SEO Services Report
2114
shares
BACKLINKO
ABOUT
CONTACT
NEWSLETTER
We Analyzed 912 Million Blog Posts. Here's What We Learned About Content Marketing
5292
shares
by Brian Dean
Last updated Feb. 19, 2019
912 Million Blog Posts
Content Marketing Study
We analyzed 912 million blog posts to better understand the world of content marketing right now.
BACKLINKO
ABOUT
CONTACT
NEWSLETTER
WE ANALYZED 5.2 MILLION DESKTOP AND MOBILE PAGES
Here's What We Learned About Page Speed
1791
shares
78



And those 5 pieces of content brought in 2,243 backlinks, 17,199 shares and 202,345 thousand visitors.

Insane.

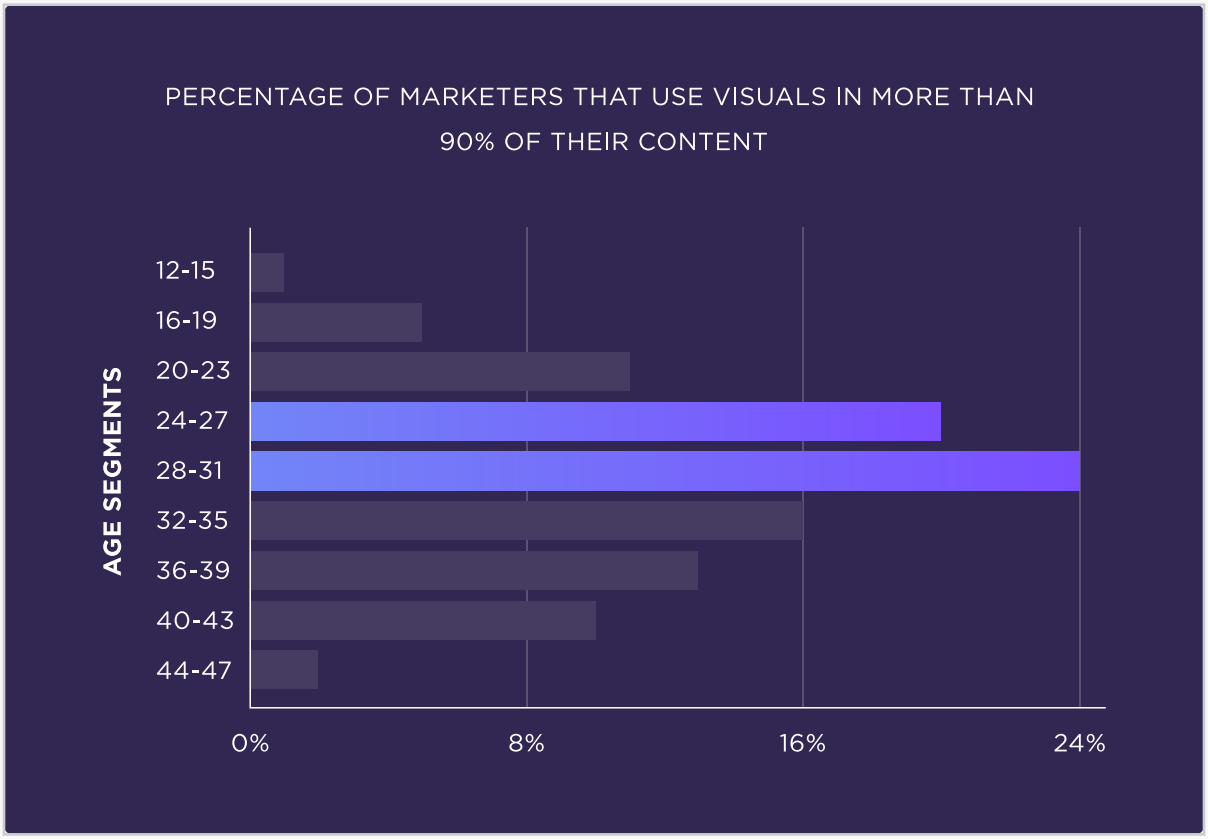
The downside of Research Content is that it's A LOT more work than banging out a list post or case study.

But when done right, the extra effort can totally pay off.

Create Visual Content (Especially “Concept Visuals”)

Just like video, visual content is growing fast.

In fact, a recent survey found that 87.5% of marketers use visual content in the majority of their content marketing efforts.



And thanks to social media sites like Pinterest and Instagram, visual content should continue to see growth in 2020.

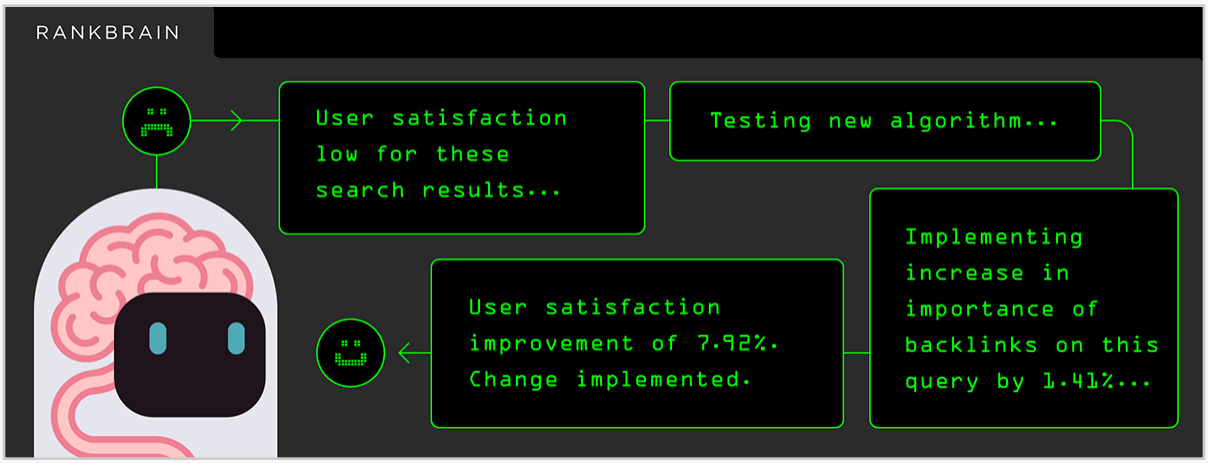
How can you take advantage of this trend?

Create more visual content... especially “Concept Visuals”.

In my experience, “Concept Visuals” can do just as well as a fancy infographic... if not better.

(Concept Visuals are images that are easy for other sites to embed into their content. When they do, they'll usually link back to you).

For example, here's a simple visual that I included in one of my guides:


RANKBRAIN
User satisfaction low for these search results...
Testing new algorithm...
Implementing increase in importance of backlinks on this query by 1.41%...
User satisfaction improvement of 7.92%. Change implemented.

And because this visual explains a tricky concept, people LOVE embedding this image in their content:

RANKBRAIN
User satisfaction low for these search results...
Testing new algorithm...
Implementing increase in importance of backlinks on this query by 1.41%...
User satisfaction improvement of 7.92%. Change implemented.

Image via Backlinko

In fact, this single Concept Visual has generated 20+ backlinks to my site.

Encourage Comments and Community

Do blog comments help your rankings?

The answer seems to be: “YES!”.

In fact, Google stated that community on your site (blog comments) can help “a lot” with rankings.

Google: Community Through Comments Help A Lot With Ranking

Apr 27, 2016 • 7:53 am | (17)
by Barry Schwartz | Filed Under Google Search Engine Optimization

Gary Illyes from Google said on Twitter that having a thriving community helps with rankings. He said "a healthy, thriving community on a site, that can help a lot" when it comes to Google rankings.

Here is the set of tweets in context:

And last year Google said that “Comments are better on-site for engagement signals for SEO than moving to social.”

“Comments are better on-site for engagement signals for SEO than moving to social.” -Gary Illyes

In other words, Google wants to see that you have an active community on your site. And they may pay even more attention to this ranking signal next year.

Build Backlinks as a Podcast Guest

Podcasts are one of my all-time favorite ways to build links.

It's like guest posting... without all the back-and-forth. Just show up, share what you know, and you get a sweet backlink:

Brian dean is one of the leading experts on SEO and link building, and has a tremendous knowledge on content marketing strategies
Brian founded Backlinko in 2013 to teach the lessons he learned along the way.
Since launching Backlinko, Brian quickly made a name for himself by publishing practical strategies that marketers can use to grow their online business. Backlinko is now one of the most popular marketing

And podcasting's popularity is growing like a beanstalk. In fact, 90 million Americans listen to at least one podcast per month (that's up 26% vs. last year).

That means that next year there's probably going to be even MORE opportunities for you to get links from podcasts.

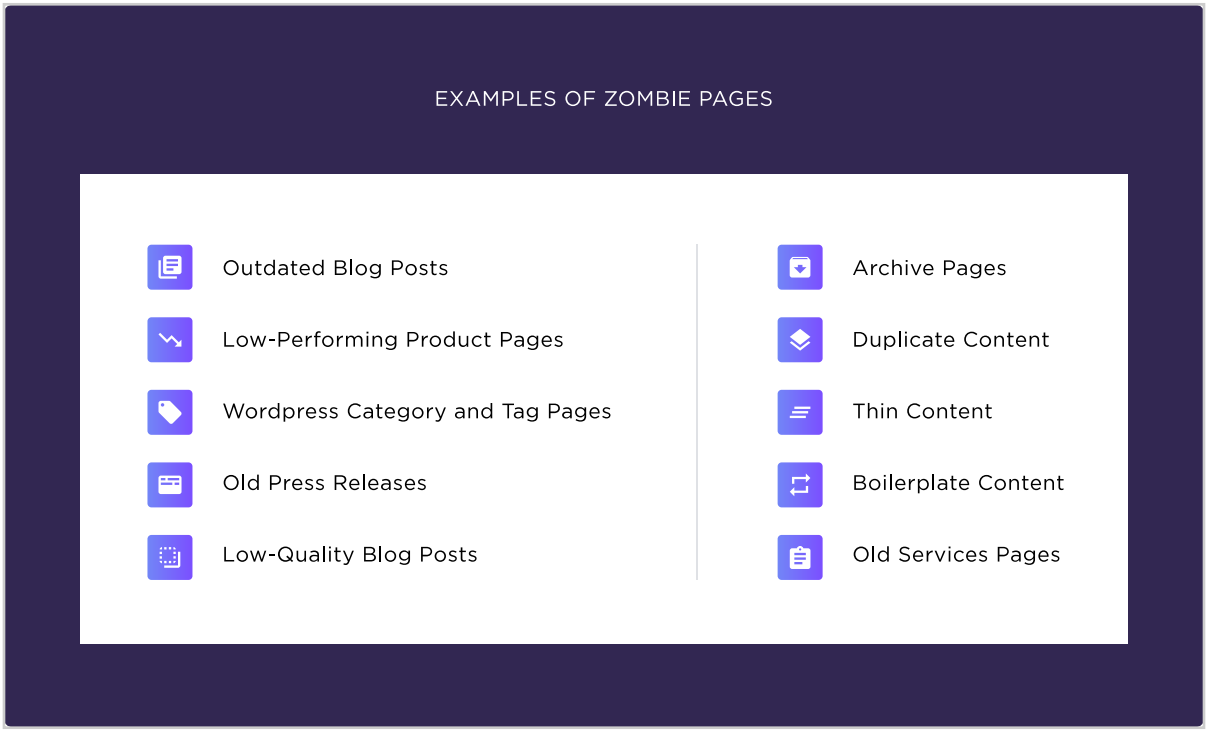
Prune Zombie Pages

This is one of the few SEO techniques that seems to ALWAYS work.

I'll explain...

Every site has pages that provide zero value.

(aka "Zombie Pages")



To be clear:

A handful of Zombie Pages is no big deal.

But when you have hundreds of Zombie Pages?

It can drag down your entire site's SEO.

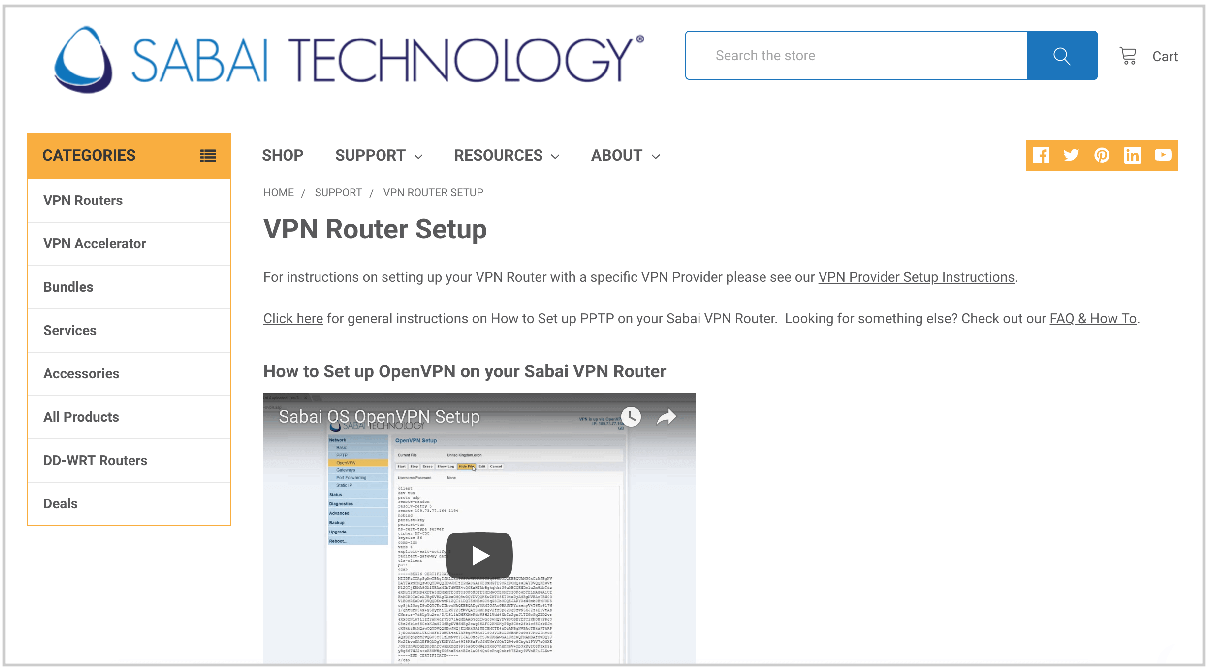
For example:

Joe Robinson is a Backlinko reader that runs the digital marketing agency, Kazu.

And Joe noticed that one of his clients had 76 thin, low-quality articles on their site:

SABAI TECHNOLOGY
SHOP
SETUP
ABOUT US
SUPPORT
BLOG
Home › Troubleshoot Tuesday: What devices work with Sabai Technology VPN Routers?
TROUBLESHOOT TUESDAY: WHAT DEVICES WORK WITH SABAI TECHNOLOGY VPN ROUTERS?
Posted on January 14, 2015
Share
Share
What devices can Sabai Technology's Technical support team help me set up?
We would like to think that our support team can set up all of your devices and make them work flawlessly with your Sabai VPN Router; we certainly try. Our team loves technology and each one of us love our own specific type of devices:
- Developer Jen is all about heavy duty streaming in HD for the BBC's coverage of any and all track and field sports.
- Our titan of tech, Tim, loves his VPN Router for securely encrypting his data. Not to brag, but that paranoia is what "won" him the title of Supreme Chancellor of the local 'tinfoil hat' society.
- And of course, we have to include our commander in speed, William. Our head honcho adores everything about the concept of access to knowledge. You never know what William and the development team are tinkering with, pushing themselves to discover what else our VPN Routers are capable of doing to make VPN that much more enjoyable for consumers.
but enough about us ...
With the constant flow of new devices flooding the market there are always new, exciting technologies to experience with. But we have those tried, tested, and trusted devices we will recommend to our customers. If you have a device that we have never tested, have no fear. There is nothing our
RECENT POSTS
» Choosing a VPN Provider
» Meet the New Routers!
» VPN Router Comparison Charts
» Intro to VPN for Expats
» Setting up the DAP-1320 Range Extender with your Sabai Technology VPN Router

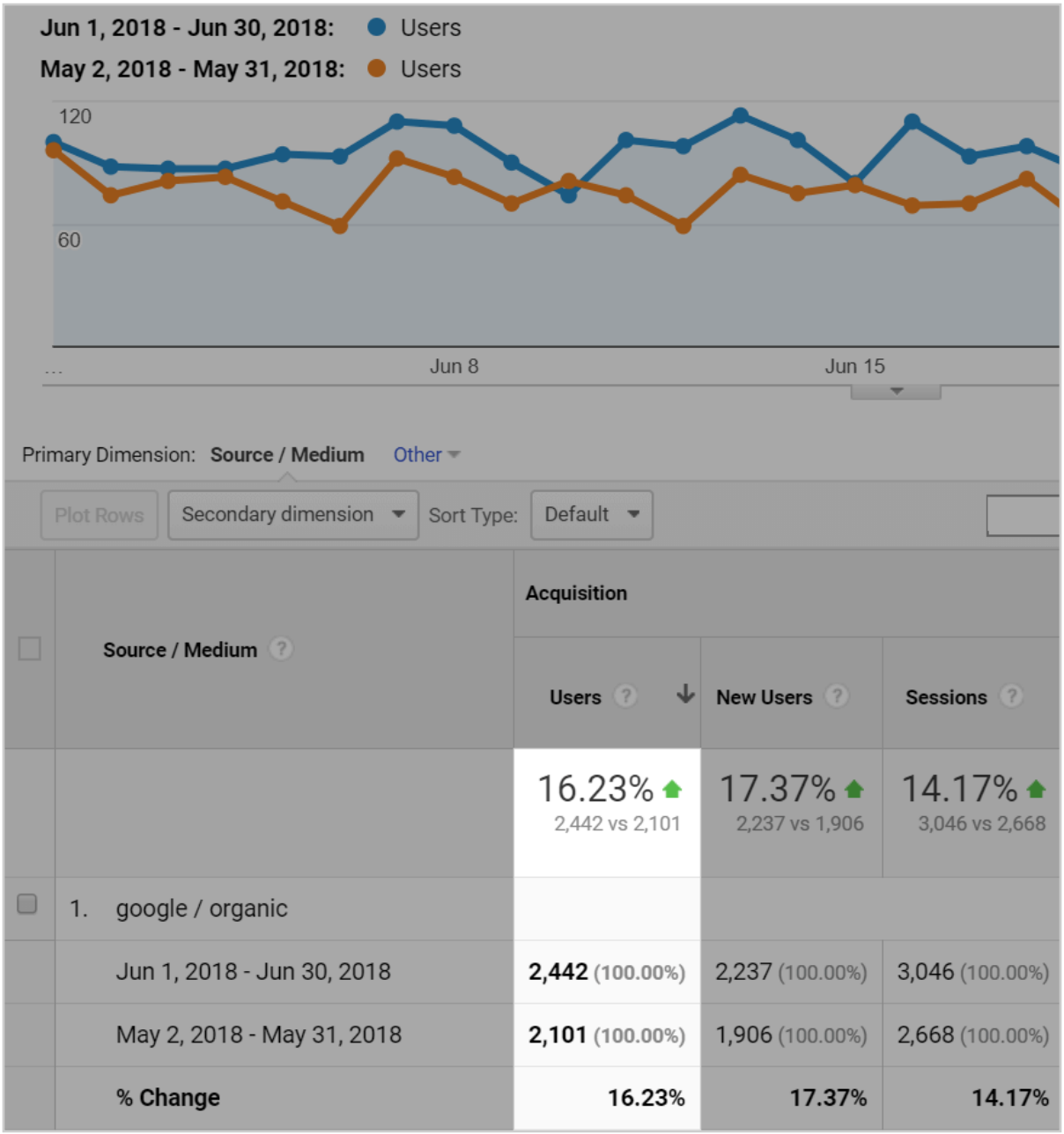
So he consolidated some of these articles into in-depth guides...


SABAI TECHNOLOGY
Search the store
Cart
CATEGORIES
VPN Routers
VPN Accelerator
Bundles
Services
Accessories
All Products
DD-WRT Routers
Deals
SHOP
SUPPORT
RESOURCES
ABOUT
HOME / SUPPORT / VPN ROUTER SETUP
VPN Router Setup
For instructions on setting up your VPN Router with a specific VPN Provider please see our VPN Provider Setup Instructions.
Click here for general instructions on How to Set up PPTP on your Sabai VPN Router. Looking for something else? Check out our FAQ & How To.
How to Set up OpenVPN on your Sabai VPN Router
Sabai OS OpenVPN Setup

...and deleted or forwarded the rest.

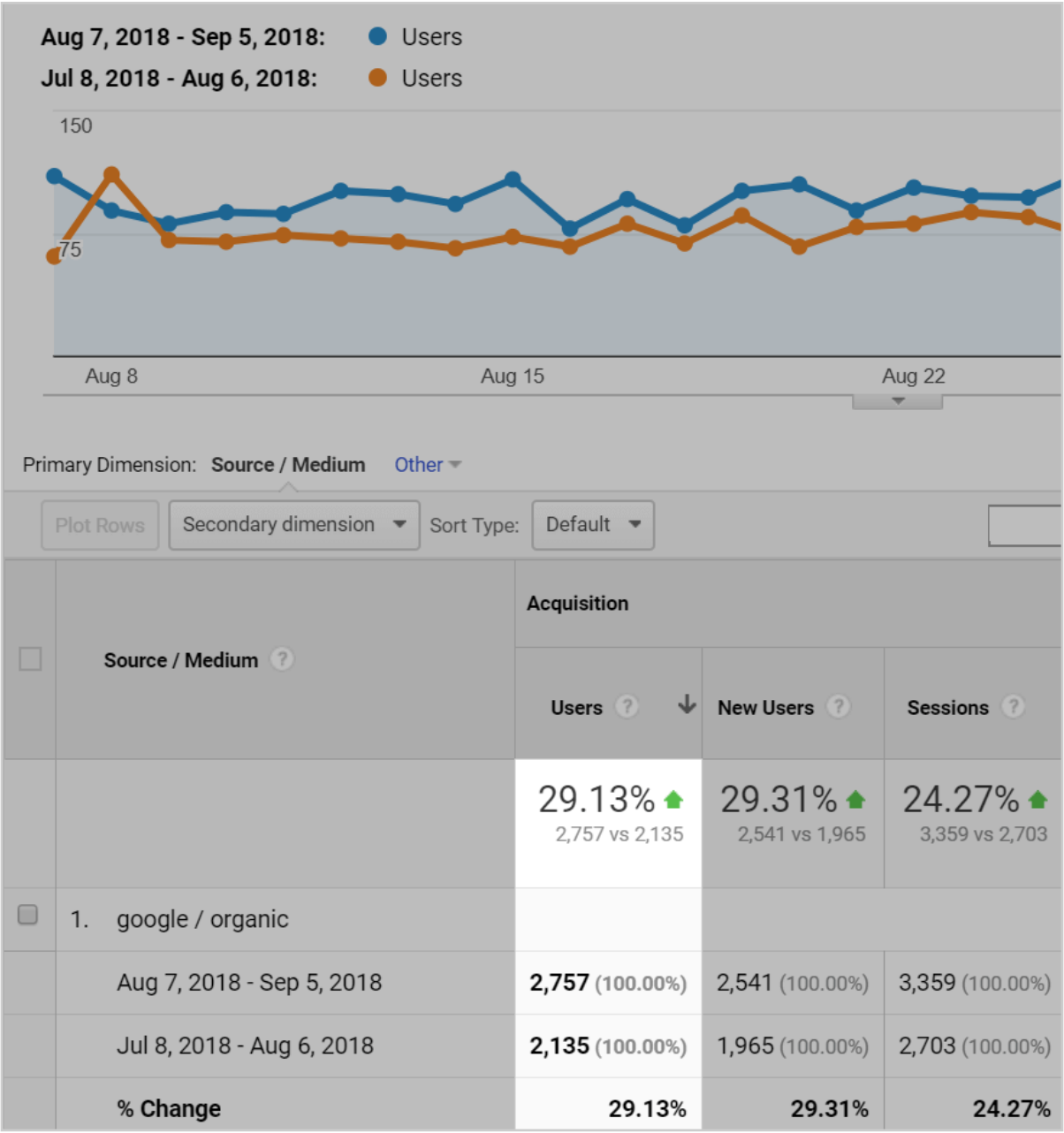
What happened next?

His client's organic traffic increased by 16.23% in 30 days:



Source / Medium	Acquisition		
	Users	New Users	Sessions
	16.23% ↑ 2,442 vs 2,101	17.37% ↑ 2,237 vs 1,906	14.17% ↑ 3,046 vs 2,668
1. google / organic			
Jun 1, 2018 - Jun 30, 2018	**2,442** (100.00%)	2,237 (100.00%)	3,046 (100.00%)
May 2, 2018 - May 31, 2018	**2,101** (100.00%)	1,906 (100.00%)	2,668 (100.00%)
% Change	**16.23%**	**17.37%**	**14.17%**

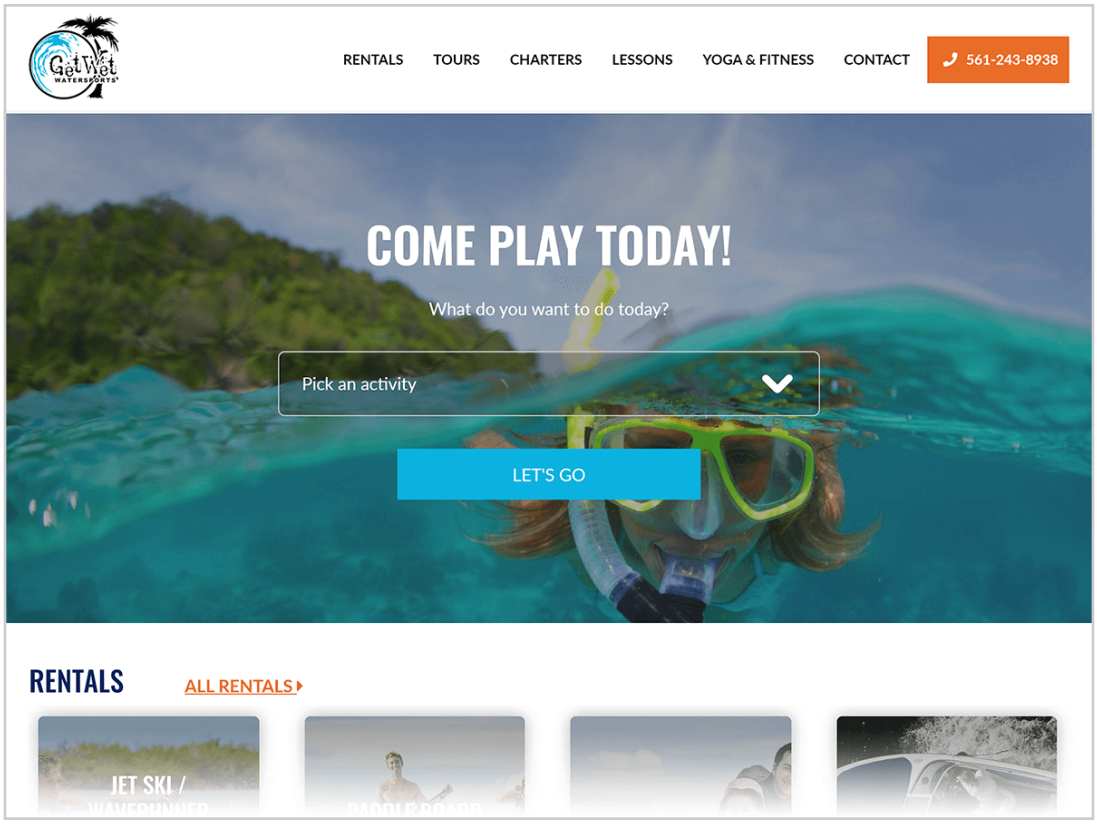
And traffic continued to climb as Google removed Zombie Pages from their index.



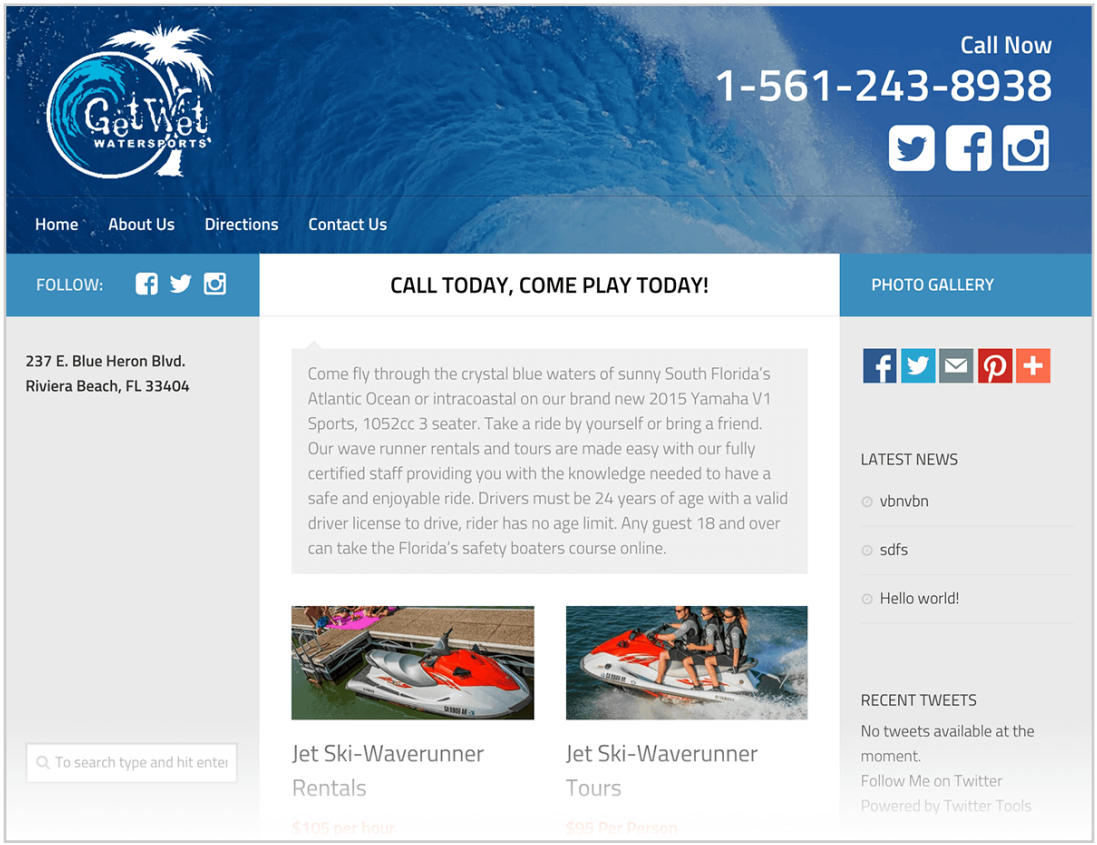
Joe isn't alone.

Alan Boyd emailed me a cool little Zombie Page case study.

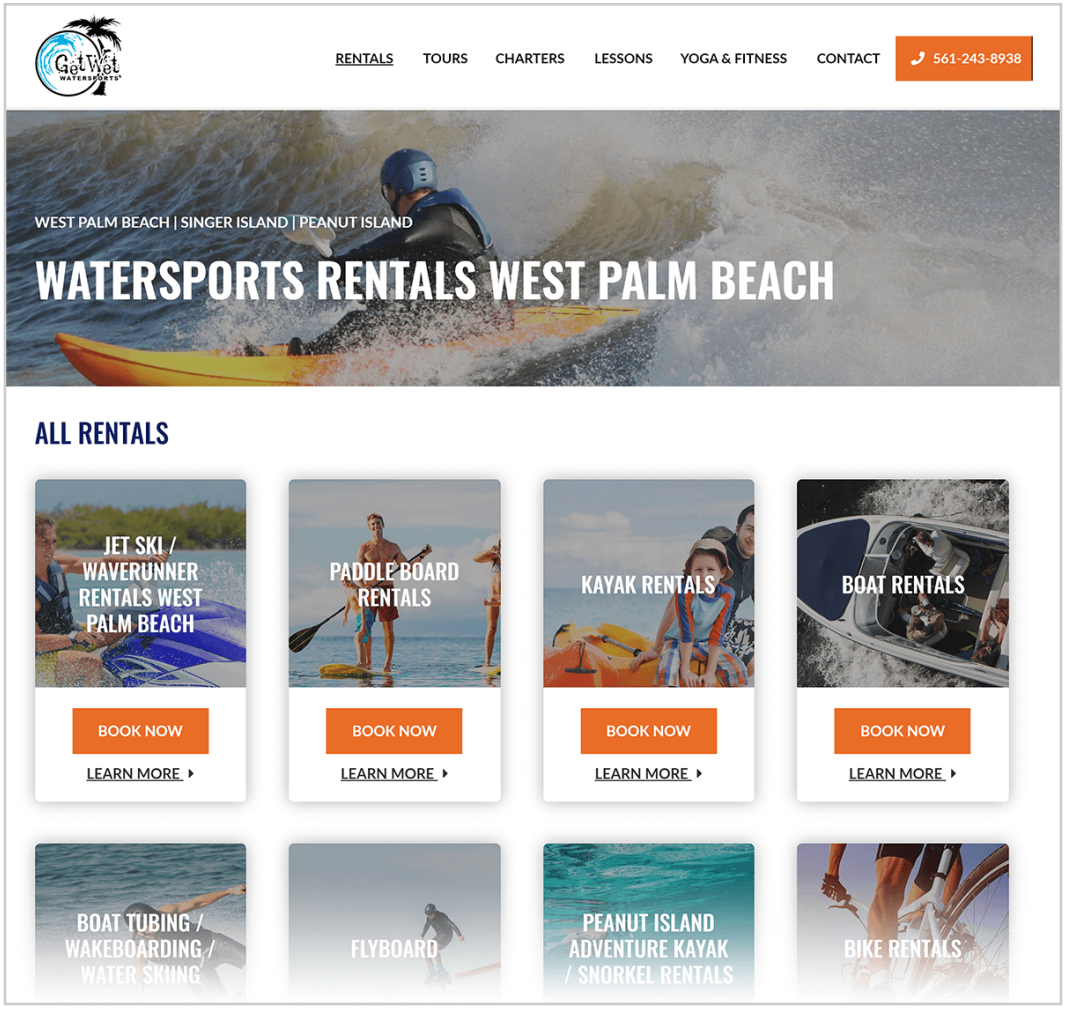
Alan's client is a tour company out of Palm Beach Florida.



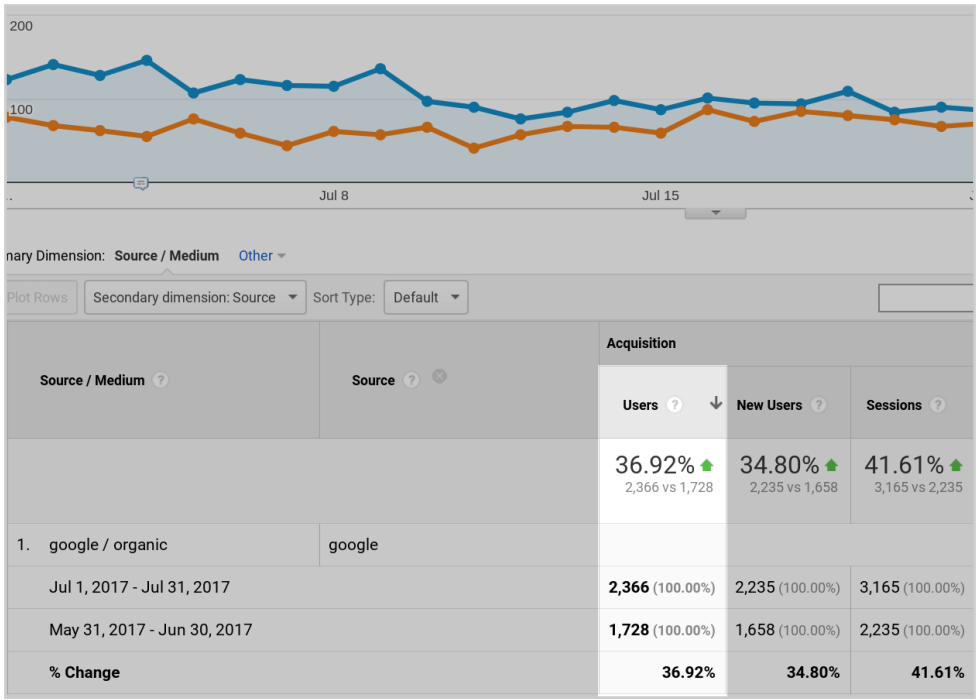
And he quickly noticed that this site had 50 service pages that all said pretty much the same thing:


Call Now
1-561-243-8938
Home
About Us
Directions
Contact Us
FOLLOW:
CALL TODAY, COME PLAY TODAY!
PHOTO GALLERY
237 E. Blue Heron Blvd.
Riviera Beach, FL 33404
Come fly through the crystal blue waters of sunny South Florida's Atlantic Ocean or intracoastal on our brand new 2015 Yamaha V1 Sports, 1052cc 3 seater. Take a ride by yourself or bring a friend. Our wave runner rentals and tours are made easy with our fully certified staff providing you with the knowledge needed to have a safe and enjoyable ride. Drivers must be 24 years of age with a valid driver license to drive, rider has no age limit. Any guest 18 and over can take the Florida's safety boaters course online.
LATEST NEWS
vbnvbn
sdfs
Hello world!
RECENT TWEETS
No tweets available at the moment.
Follow Me on Twitter
Powered by Twitter Tools
Jet Ski-Waverunner Rentals
Jet Ski-Waverunner Tours

So he combined the content from those 50 pages into 4 category pages:

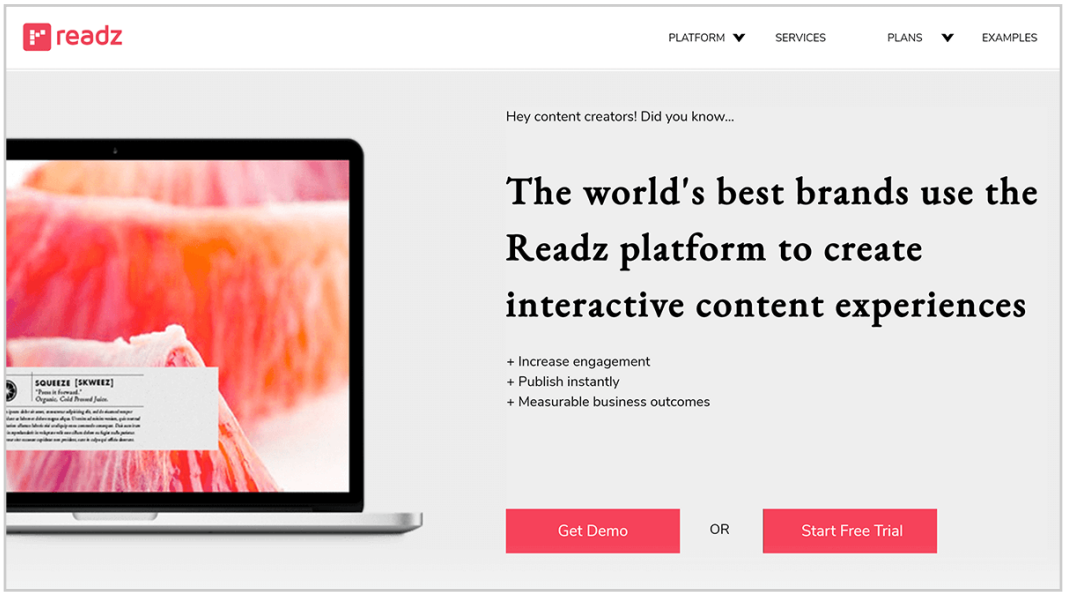


And that single tactic increased their search traffic by 36.9%:



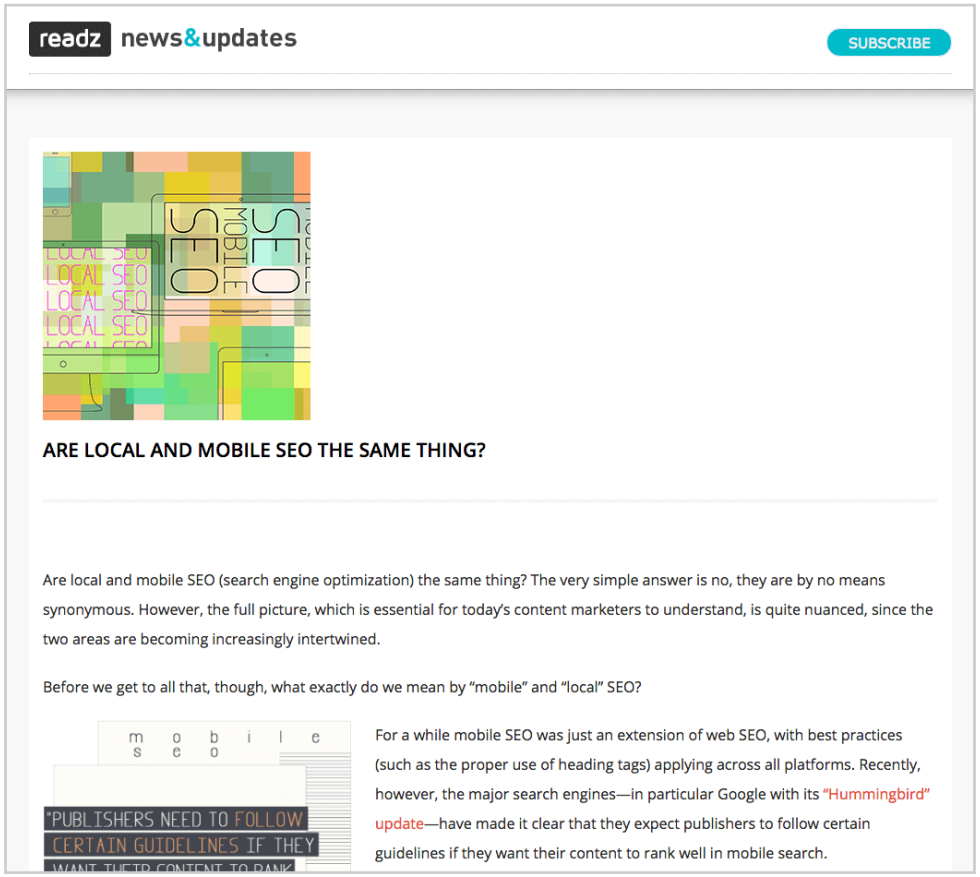
How about another example?

Bart runs the web design SaaS company, Readz.



Back in the day, Bart would publish content just for the sake of publishing content.

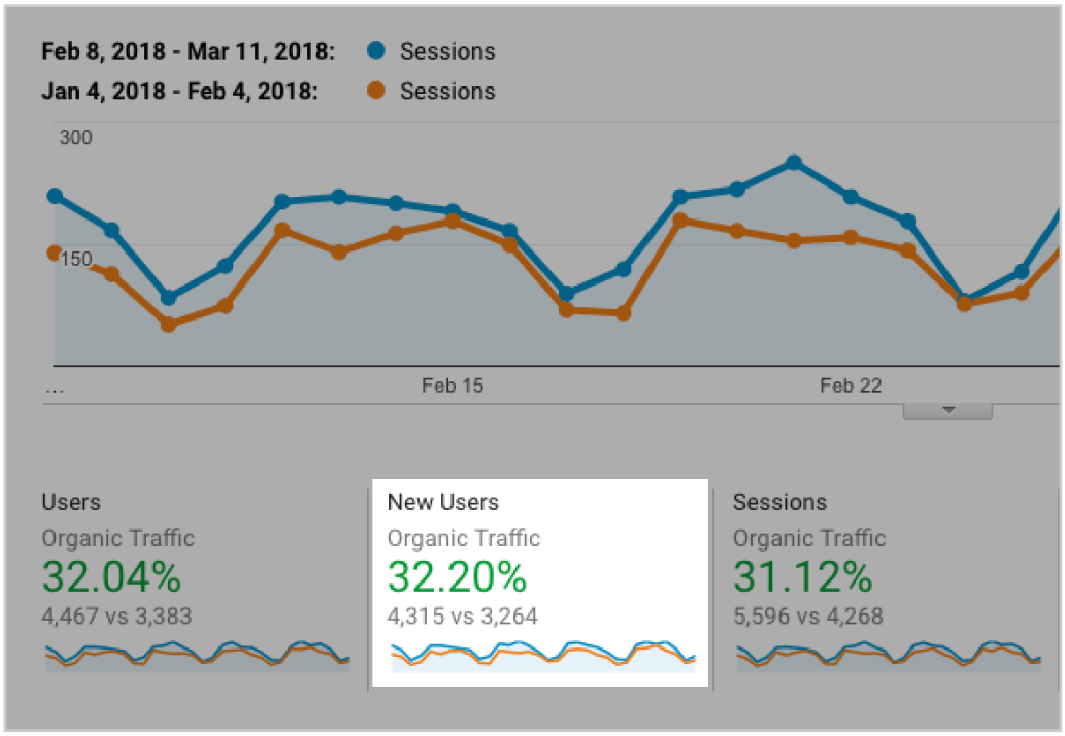
And this bloated his site with low-quality posts, like this one:


readz news&updates
SUBSCRIBE
ARE LOCAL AND MOBILE SEO THE SAME THING?
Are local and mobile SEO (search engine optimization) the same thing? The very simple answer is no, they are by no means synonymous. However, the full picture, which is essential for today's content marketers to understand, is quite nuanced, since the two areas are becoming increasingly intertwined.
Before we get to all that, though, what exactly do we mean by "mobile" and "local" SEO?
"PUBLISHERS NEED TO FOLLOW CERTAIN GUIDELINES IF THEY
For a while mobile SEO was just an extension of web SEO, with best practices (such as the proper use of heading tags) applying across all platforms. Recently, however, the major search engines—in particular Google with its "Hummingbird" update—have made it clear that they expect publishers to follow certain guidelines if they want their content to rank well in mobile search.

Then, earlier this year, he deleted 45 low-quality blog posts.

At first, his traffic dipped.

But as the algorithm kicked in, his organic traffic rapidly shot up by 32%:



Pretty cool.